

## **SAMPLE NETWORKING/PROSPECTING LETTER**

Networking is the most effective job-search strategy, and pursuing leads through letters

A networking letter may be sent via traditional mail or e-mail. An updated resume should accompany the letter.

### **tone**

The tone of a networking letter is professional but not overly formal if you know the individual. If the person is not a close acquaintance, then make the connection for him or her in the first paragraph.

### **message**

To be effective, your letter needs to provide a brief summary of the skills you can contribute to an employer. You may want to include a brief example of how you have demonstrated these skills.

### **be respectful**

Keep the letter brief and positive. You are asking the reader for a favor, and you don't want to appear negative and frustrated over your job search.

### **ask for assistance and direction**

The purpose of your letter is to get advice and possible job leads. Take initiative to follow up and inquire about other potential contacts.

14 Championship Drive  
Tuscaloosa, AL 35487

October 11, 2014

Mr. Patrick Potter  
Director of College Recruiting  
Patterson, Inc.  
4694 Murphy Drive  
Pasadena, CA 91101

Dear Mr. Potter:

While exploring job possibilities in the marketing field, I read information about Patterson, Inc. and wanted to inquire about employment opportunities with your team. My goal is to build a career in marketing and I would like to move to the west coast after graduation.

My interest in marketing began when I volunteered at The Alabama Sports Festival as a college freshman. While there, I contributed to the promotion of an annual fund-raiser, applying my creative thinking abilities and knowledge of the area. I began taking upper-level marketing classes and knew immediately the subject was the perfect fit. My internship with the West Coast League last summer convinced me to pursue a career in marketing and launched my quest to live in a western state.

My resume is enclosed for your consideration. My education and experience match the qualifications of your marketing team, but they do not tell the whole story. Supervisor feedback and comments from co-workers confirm that I have the interpersonal skills and motivation needed to build a successful career in promotions and marketing research.

I understand from researching Patterson, Inc., that you maintain a very busy recruiting schedule this time of year. I thought we might be able to talk by phone for just a few minutes during the upcoming week. I will give you a call on October 18th to discuss employment possibilities. In the meantime, if you need to contact me, my number is 205-348-5848 and my e-mail is benbutler@crimson.ua.edu.

Thank you very much for considering my request. I look forward to talking with you.

Sincerely,

*Ben Butler*

Ben Butler