

Outreach via Email:

Email Tips:

- Subject line: Berkeley-Haas MBA student introduction and advice
- Start with a brief introduction of yourself and reference a mutual contact if one exists
- Be straightforward: tell him or her that you are asking for information and advice in an effort to advance your career
- Be clear that you are not looking for a job—you are looking for no more than 15-30 minutes of time for an informational session to benefit from the recipient's expertise
- Be sure to thank them for their time
- This is a *first impression*, use proper English and complete sentences. Be professional always.
- Do not be wishy-washy! Tone is friendly, honest, and low demand
- Re-read your Email - ask yourself....how would you respond to the email you are sending?
- If the recipient doesn't get back with you right away...assume they are very busy or out of town....
- You can wait a week and contact them again

Sample Emails to Alums:

Outreach email

No prior contact with Haas Alum

Subject: Questions re: Initech from Haas MBA student

Bob,
I'm a Haas MBA student and found your contact information in the LinkedIn Haas/Alumni group. I'm currently exploring various career paths and see that you're working for Initech as a product manager. I noted that you were open to offering career advice, and I am wondering if you would have some time in the next week or so to chat with me about your experience working in Silicon Valley as a product manager.

I would really like to get a better understanding of what a product manager does on a day-to-day basis as well as to get some advice from an insider's perspective.

Ideally, if you have the time, I'd like to meet with you in person, I work in Silicon Valley, and could buy you lunch, or a post-work drink, if that works for you.

Feel free to try to call me on my cell phone at 510.555.5555.

Thank you in advance for your time and I look forward to hearing from you.

Peter Gibbons

Outreach email**No prior contact with a Haas Alum**

Subject: Haas MBA re: Bolton & Associates

Michael,

I'm a Haas MBA from the Evening and Weekend program and I am writing to introduce myself. I found your contact information in the Haas/Alumni group of LinkedIn and see that you're working for one of my targeted companies, Bolton & Associates. As you may know, your firm typically recruits from B-schools on the East Coast and is not scheduled to visit Berkeley this year.

A favor to ask of you- I'm wondering if you'd have about 15 minutes to chat with me by phone. I'm eager to find out more about your experience working for Bolton.

Looking forward to hearing from you.

Thank you,
Peter Gibbons
510.555.5555

An actual MBA student email resulting in a class project**Networking into a targeted company**

Subject: Haas Class Project re: TiVo

Dear Milton,

I represent a small team of MBA students in a technology management class at Haas. Bob Slydell recommended that I contact you after I mentioned that I found your name in the Haas/Alumni LinkedIn group. Our team is working on a class project in which we've been assigned to apply course concepts to a technology company for a final presentation and report. In our case, the company is TiVo.

Bob has already graciously agreed to speak with us regarding issues such as R&D, usability testing, experimentation, structure of project teams, and other matters relating to technology management. If you're available sometime within the next week, we would very much value any additional perspective you could provide. We're tentatively scheduled to visit your offices sometime next week. Depending on your availability, we could try to set up a meeting with you to coincide with this trip.

We look forward to benefitting from your insights.

Sincerely,
Peter Gibbons