

Sample Networking Letter

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August 10, 2009

Mr. Ron Petersen
Marketing Associates
1837 College Way
Davidson, NC 28036

Dear Mr. Petersen:

I found your profile information on the Davidson College eCareers mentor database and am writing to see if you might be able to give me insight into the public relations and marketing fields. ← (Your purpose in writing)

This fall I chaired an initiative to increase eating house membership. I enjoyed the experience, and wound up with many questions about how professionals manage such projects. I want to learn how Blue Nine Partners evaluates new opportunities and submits scope of work documents. In addition, I want to learn why your firm's chooses to work with early stage to middle market companies. ← (What you know about the person to whom you are writing or their organization)

My interest in public relations and marketing comes from leadership experiences I have had on campus and my summer internship with the Charlotte Crop Walk. I am completing my junior year at Davidson College, majoring in anthropology. The outcome of the initiative to increase membership in my eating house resulted in a 25% increase in members for the spring. Last summer I worked with the Charlotte Crop Walk preparing their publicity materials for this year's event, which occurred in October. ← (What your reader should know about you)

I'm studying in Paris, which creates a communication challenge, but I would like to learn from you. Please respond to this email and let me know if you would be willing to provide advice via email. If I don't hear from you, I will contact you next week to see if we can work something out. Thank you for considering my request. ← (Indicate an action step that you will take to follow up)

Sincerely,

Sarah Michelle Smith