



COMMUNICATING WITH EMPLOYERS

AGENDA

- **Email Etiquette**
- **Connecting/Messaging on LinkedIn**
- **Informational Interviews**
- **Thank You Emails**
- **Job Offer and Salary Negotiations**

EMAIL ETIQUETTE

GENERAL TIPS

- **Check your email at least once a day**
- **Try to answer emails within 24 hours**
- **Keep it friendly: Remember that emails leave a paper trail & never go away**
- **Make your subject line specific and clear**

EMAIL ETIQUETTE

FORMATTING TIPS

- **Make sure your font is big enough to read easily**
- **Write emails in black font**
- **Use a legible font:**
 - **Arial, Verdana, Helvetica, Georgia, Tahoma, Lucida, Trebuchet, Times, and Courier**
- **Never include full links in emails, always hyperlink**
- **Do not indent the first lines of sentences**

EMAIL ETIQUETTE

CONTENT TIPS

- **Keep it short & sweet; avoid lengthy emails**
- **Avoid using humor: it can be easily misconstrued**
- **Proper punctuation is important**
 - **Limit the number of exclamation points**
- **Avoid abbreviations, slang, and emojis**
- **Address & sign off emails appropriately**
 - **Use Dear, Hello, Good afternoon/morning**
 - **Use Best, Regards, Sincerely, Thank you**
- **Double-check your attachments**
- **Always proofread for proper grammar & spelling**

CONNECTING/MESSAGING ON LINKEDIN

- **Send a message with a connection request; they are more likely to get accepted**
- **The message should be brief and relate to the reason you want to connect**
- **Use their LinkedIn profile to do some research before you connect/send a message**

INFORMATIONAL INTERVIEWS

Asking for the Interview

Career Conversations with professionals to learn more about their career path, how they got into the industry, and get advice about how to break into the field

- **Play the Student Card in your email/message**
- **Be flexible and conscious of time**
- **Do your research**
- **Prepare specific questions**
- **You are NOT asking for a job/internship**



INFORMATIONAL INTERVIEWS

Hi [Name],

I'm a student at Marymount Manhattan College studying [YOUR MAJOR]. I am reaching out in hopes of conducting a 20-min career conversation via video chat or in-person.

You've had a successful career [since you graduated from _____]. I'd like to learn more about your journey from [NAME OF COMPANY AFTER COLLEGE] to [NAME OF CURRENT COMPANY] because I'm interested in [_____] as well.

I understand you probably keep a busy schedule, so I'm willing to meet before or after business hours, if necessary. Are you available on [DAY & TIME SLOT] or [DAY & TIME SLOT]?

I hope it's okay that I'm sending this email, and I look forward to hearing back from you.

Regards,
[YOUR NAME]

INFORMATIONAL INTERVIEWS

Conducting the Interview

- **Be aware of your background/noise/distractions**
- **Placement of Zoom window on screen**
- **Dress appropriately**
- **Be conscious of lighting**
- **Smile, Nod, Show some human emotions/characteristics**
- **Sit up straight**
- **Be prepared to start with small talk: "How is your day going so far?"**
- **Begin with information about yourself and why you are speaking with them**
- **Let the conversation flow naturally, treat this like a conversation**
- **Keep track of time, ask if they have a hard stop at the time you arranged**

THANK YOU EMAIL

- **Send a Thank You email within 24 hours**
- **Customize your email for each person you interviewed with**
- **Make connections between the conversation and your experience**
- **If you want to clarify something you said, or mention an extra detail about your experience, this is the time**
- **Keep it short, but specific**
- **If you have the mailing address of the office, send a handwritten Thank You note as well**

THANK YOU EMAIL

After an Informational Interview

Dear [____],

It was great to talk with you yesterday. I really appreciate you making time for me.

I learned so much. In particular, I enjoyed what you said about [_____]. I need to give that more thought as I transition from college to career.

It was also great to learn about [_____]. I appreciate your advice. I'll certainly be mindful of that going forward. [or, "I'll start working on that right away."]

[(if applicable) Thank you for encouraging me to stay in touch and offering to introduce me to _____]

I have attached my resume and would greatly appreciate you keeping me in mind for any positions that might be a good fit.

Again, many thanks.

[YOUR NAME]

THANK YOU EMAIL

After a Job/Internship Interview

Dear [____],

Thank you for taking the time to meet with me yesterday for the [_____] position.

I enjoyed what you said about [_____] [MAKE CONNECTION TO YOUR EXPERIENCE]. It was also great to learn about [_____] and how I would be able to [_____] in this position.

Please let me know if I can provide any additional information throughout the selection process. Have a great week ahead and I look forward to hearing from you soon.

Again, many thanks.

[YOUR NAME]

OFFER/SALARY NEGOTIATION

- **Express gratitude for an offer, no matter the situation**
- **You don't need (and shouldn't) accept the offer on the spot, wait for a written offer**
- **It's okay to ask for time to make a decision: "When do I need to let you know by?"
"Can I have 48 hours to respond?"**
- **Do your research about comparable salaries for similar positions**
- **Understand your own financial needs (Rent, Food, Loans, etc.)**
- **Evaluate the value of the benefits package (Vacation Time, Health Benefits, Lunch in the office, remote/work flexibility, etc.)**
- **It's okay to make a counter offer/negotiate; negotiate over the phone**
- **Do not accept a new offer until you have it in writing**
- **Your best time to negotiate is before you agree to the offer**

Questions?

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