

Outreach Communication

You can't get a yes if you don't ask. Outreach can seem scary or even pointless, but the effort pays off. The key is to be professional and get right to the point. This resource addresses two kinds of outreach: 1) via email, 2) via LinkedIn (or Instagram or other social media). It works together with other CPD resources: **Aligning Yourself: Company Research**, **Outreach Worksheet**, and **Follow-Up Messages**.

Reasons you might be reaching out include asking about job or internship opportunities, requesting an informational interview, asking for more information about or a recommendation for a posted job or internship, requesting mentorship, or building your professional creative network.

Find The Right Person

- Look for ArtCenter alumni. (LinkedIn has great alumni search capabilities.)
- Find someone working in the type of position you are interested in (for networking, informational interviewing, mentorship).
- Identify someone with a role in hiring: a recruiter, a hiring manager, or a senior designer with hiring responsibility.
- Match the formality of the writing to the context (for example, email, LinkedIn) and how well you know the person.

Part 1 - Introduction

- Give your name, ArtCenter, major, anticipated graduation date (if relevant).
- Identify why you are reaching out. Be clear and specific.
- Do you know anyone at the company? If so, who?
- Did anyone recommend that you reach out? If so, who?
- How did you become interested in this company? (Keep it short and genuine.)
- How would the opportunity you are asking about help you? What would it help you learn?

Part 2 - Body

- Give further information in support of your request. Be brief and to the point in order to respect the time of the person you are reaching out to.
- If you are asking about job or internship opportunities, briefly identify what you have to offer the company. This will show that you've done your research. Use **Aligning Yourself: Company Research** to develop your examples.
- If you are asking for an informational interview or about mentorship, give an idea of the time that would be involved and the specifics of what you would like to accomplish.

Part 3 - Closing

- Thank the reader for their time. Identify the next step and how they should contact you.
- Mention anything you have attached to the message: resume, portfolio, etc. Close with your contact information and website link.
- If you gave a phone number, make sure you have an outgoing voice message with your name and that the voice mail box is not full. If you gave an email address, make sure you check it regularly.

LINKEDIN CONNECTION:

You can customize this invitation ✕

Include a personal message (optional):

Hi!
I recently started my own company **[describe the focus of your interests briefly]**. Your profile really spoke to me & I think I could learn a lot from you. Would you be open to setting up a call to discuss your experience? 300

Cancel Send invitation

Your name and LinkedIn information will be attached to the Connection Invitation.

REQUEST FOR PORTFOLIO REVIEW:

To: contact.name@company.com **[Contact Email Address]**

Cc:

Subject: Reviewing Portfolio Work **[Detailed Subject Line]**

Hi, **[first name]** -

Thanks so much for connecting with me. I recently came across **[profile/website/email/company]** and that led me to you and the work you are doing. It is so inspiring!

I'm looking for feedback on my portfolio samples from working artists I admire. Would you have 30 minutes to take a look at a few pieces and share your thoughts?

I look forward to hearing back from you soon.

Best,
[Your first and last name]
[Your email address and/or LinkedIn profile]
[Website]

EMPLOYMENT INQUIRY:

To: contact.name@company.com **[Contact Email Address]**

Cc:

Subject: Inquiring about Potential Opportunities **[Detailed Subject Line]**

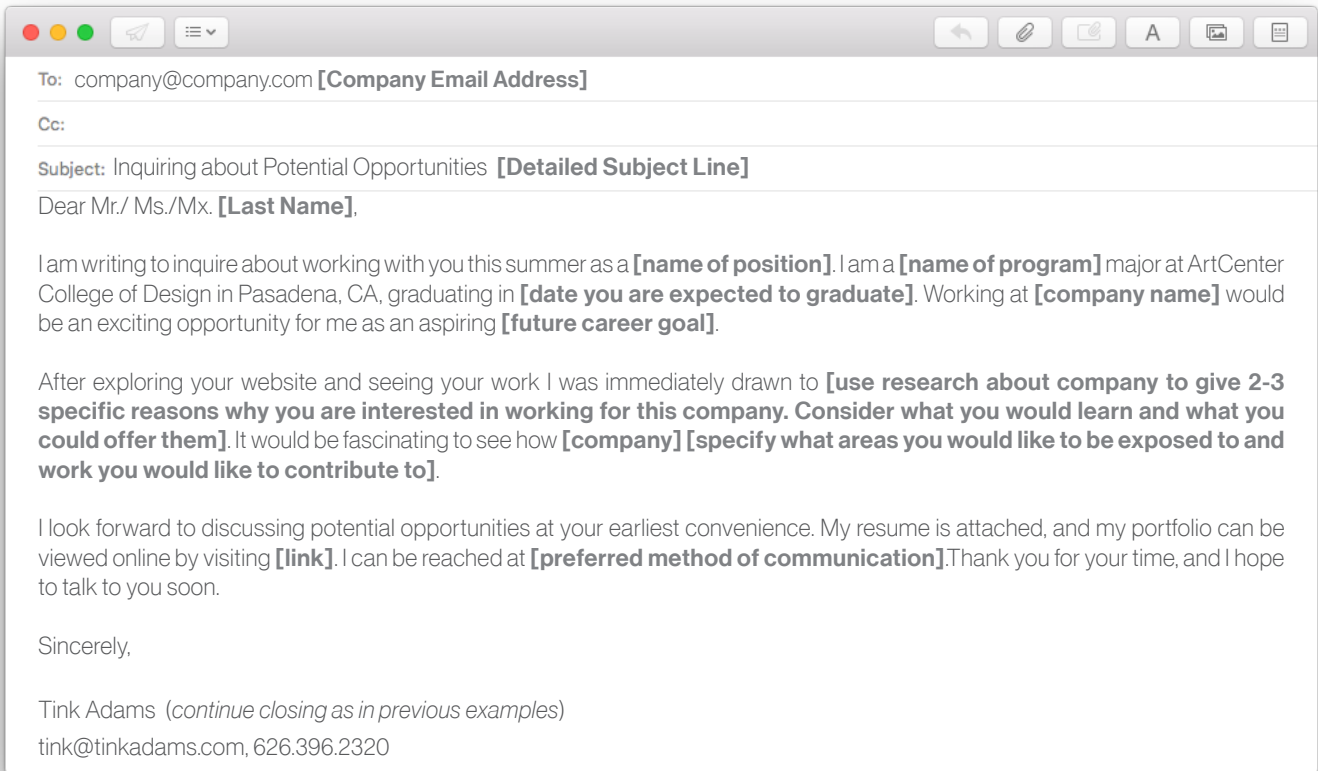
Dear **[first name]**,

I came across your **[profile/email/website as relevant]** as I was researching **[identify area of interest/overlap with contact]**. Currently, I **[relevant activity, study, work experience]**, which is how I learned about **[company, organization]**. I'm interested in **[briefly identify current interests/goals related to contact, company, organization]**. I would love the opportunity to set up a brief time to chat to discuss my skill set and see if there are any potential opportunities you think I would be a good fit for. If there is someone else who can better assist me, please feel free to pass my info on to them! I look forward to hearing back from you!

Best,

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MORE FORMAL EMPLOYMENT INQUIRY:



INFORMATIONAL INTERVIEW REQUEST

