Active Career Exploration (ACE)
Step 3: Listen and Learn

Why Network?
Learn about the “hidden job market” – nearly 85% of all jobs are found through networking. Networking helps your career by:
- Building professional relationships
- Learning about new career areas and job openings

Find People to Talk to.
- LinkedIn: www.linkedin.com/
- University Career Alumni Network: careercenter.umich.edu/content/university-career-alumni-network-ucan
- Rackham Connect: rackham.umich.edu/alumni/
- University of Michigan Alumni Association: alumni.umich.edu/career/

Craft Your Message.
Emails that get a response follow these rules (Adapted from “Cold Emails and Hot Coffee”):
- **1 minute-rule**: Ideal length is less than 8 sentences.
- **Strong Intro**: The reason for your e-mail should be implied by the first two sentences. Never assume the person will read past the first two sentences.
- **Clear Finisher**: Explicitly state what the person should respond with, if anything.
- **Personalize It**: Think carefully about what you know about the person. Place these personalized hints front and center (subject line, first/last sentence)
- **Subject Line**: Clear and concise
- **Convenience**: Be super-specific and give them up-front choices. Make it as easy as possible for them to respond to you.

Networking Best Practices.
- Show up (call in) on time.
- Have a firm handshake and make eye contact.
- Be friendly and respectful. Be yourself.
- Don’t talk about your “ex”.
- Show appreciation and follow up with an email.
Active Career Exploration (ACE)
Step 3: Listen and Learn

Be Ready with Your Elevator Pitch.

An elevator pitch is a key networking tool used to tell a succinct, intriguing, and tailored story in 1-2 minutes with the goal of getting your audience to want to learn more.

Outline your elevator pitch below.

What’s your hook? Why should your listener care?

What’s the problem you are addressing or what are your goals?

What’s your unique contribution or approach to solving the problem?

What’s your closing? Finish strong.