

Active Career Exploration (ACE)

Step 3: Listen and Learn

Adapted from “[Cold emails and hot coffee: Take action on your career](#)”
(doi:10.1126/science.caredit.a1500157)

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.

