We created a quick guide for you to learn the strongest strategies to apply to different types of business email:
- Sending your resume
- Communicating within a company
- Communicating to clients
- Introducing someone else
- After networking: re-introducing yourself
- Introducing yourself for the first time

Sending Your Resume

When sending a resume via email, you want to focus on two elements. Showing you **know about the person you are emailing, and details about the company itself** (to prove you have put time and research into this), and **creating continuity** by leaving the email open to & encouraging of replies and continued communication.

- **SHOWING YOU KNOW YOUR STUFF:** In the GRATITUDE section, mention the person you are emailing and their accomplishments, by NAME, as well as the company's accomplishments, by name.

  Example: "I am excited to apply for this opportunity at TECHCORP, as I have long been impressed by it being the only company to move to 100% green tech, and to possibly work alongside department head Mr. Smith, who has done so much for the tech community."
  (Remember: Check the ABOUT & COMPANY MISSION pages online!)

- **CREATING CONTINUITY:** Always include a paragraph that says something similar to this: "I have attached my resume and cover letter to this email for your convenience. If I can provide absolutely anything else, please do not hesitate to let me know. I am happy to answer any additional questions you may have or submit any further documentation you may need."

Communicating Within A Company

- **GRATITUDE SECTION**: Mention the **Individual Accomplishments** of the person or team you are communicating with, even if they are unrelated to what you are talking about or requesting. This shows that you are a constructive workplace member who appreciates the efforts of co-workers.

- **COLOR SECTION:** Try to mention something that has happened recently, within the company, that is relatable. (Like, a merger, an extra-long work week, a new project, or a new hire.) Or mention something about to happen, like an upcoming holiday party. This gives the person you are speaking to something easy and relatable to discuss with you in their reply, and encourages a quicker reply.

Communicating to Clients

Remember this question: "Are You Solving A Problem?" Let them know how! Go from Inconvenient to Convenient.

In your "Statement of Purpose" or "Theme" paragraph, you should focus **less on what you want to do for the client** and less on **what you can do, or how amazing you/your company is** and instead focus on **what you can do to HELP your client solve a problem, and why you care how THEY feel and what they need.**

Introducing Someone Else

The "Double Reminder": In the Reminder section, remind BOTH parties of why it's important to get to know each other. This is important for creating the impression that you aren't bothering one person by introducing the other.

So, for example:

You are introducing Mark to Mary. Mark is looking for a new job. Mary is hiring for his position. Instead of saying something like:

"Mary, I remember you were hiring for a new position, so I want to introduce you to Mark, who has some experience there."

Say instead something like:

"Mark, this is Mary—she is the hiring manager at wonderful Company X, and she does some really cutting edge work. In fact, I met her at so-and-so conference. Mary, this is Mark—he's a designer I've known for some time, who helped me with logo designs, and did an incredible job that knocked my socks off. I thought it would be great to introduce you two to each other!"

Never make one person more important than the other in an introduction, even if they are. This creates VALUE.

After Networking: Re-Introducing Yourself

Remember the Adjectives Game from the first Jolt, for live business storytelling?

In your GREETING section, be sure to reference those adjectives: make sure you are reminding the person you met of how you met, but that you're owning the context.

For example, if you met at a party and were both interested in green tech, and your adjectives are **BOLD, SMART** and **HONEST**, you can say:

"Hi Zelda, It was amazing to meet you at last night's party! I really enjoyed our **frank** discussion on green tech—I think we both have a pretty **bold** take on some of the issues, and I'd love to get together for a coffee to discuss **clever** ways we can promote this."

If your adjectives are **KIND, HARD-WORKING,** and **FUNNY**, you can stay the same thing, but instead like this:

"Hi Zelda, It was amazing to meet you at last night's party! I really enjoyed our discussion on green tech— despite it being such a serious topic, I appreciated what a **laugh** we had! I think we are both **working pretty hard** on some of these issues, so it's great to have another perspective. I'd love to get together for a coffee to discuss other **compassionate** forms of technological improvement."

People will not always remember their exact first impression of you (especially if it was at an event where they met a lot of people, or it was a chance meeting where they were soon busy with something else), so own their second impression of you by inserting **your personal storytelling adjectives.**

<u>Introducing Yourself for the First Time</u>

In your STATEMENT OF PURPOSE, be sure to explain why there is **Mutual Value** for both of you in meeting. (Just like you did when you introduced two people to each other.)

Do this by: Showing that you have understood the OTHER PERSON'S Story by adding a line to the SOP paragraph about how meeting you can improve their own storyline.

So, to take our example from class of the perfect email, instead of just writing:

"I have been working on this fabulous new website that connects designers with new home owners. I'm thinking it can be a real game-changer, as it cuts out the agents as middle-men! I'd love if you could take a look at my idea so far, and tell me what you think? I've attached my proposal to this email for your convenience."

Add an extra line, and say:

"I have been working on this fabulous new website that connects designers with new home owners. I'm thinking it can be a real game-changer, as it cuts out the agents as middle-men! I'd love if you could take a look at my idea so far, and tell me what you think? I've attached my proposal to this email for your convenience. **I know that you yourself work with numerous home owners who this could benefit, so I thought this might add value to your own website as well!**"