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Better Networking Messages

Make it easier for people to say yes to your emails, DMs, and LinkedIn messages



Successful networking relies on good communication. When you reach out to a potential professional contact, you're often making a first impression that will shape the relationship for years to come.

In this workshop we'll focus on networking emails and LinkedIn messages that get results, using proven best practices we've taught to thousands of professionals.

You'll learn to make the right impression and get more responses by making it easy for recipients to say "yes." Use these skills for better outreach to new connections, networking event follow-ups, and more.

Goes well in a series with **Writing with Confidence & Clarity** and **Writing & Your Personal Brand**.

YOU WILL LEARN

- How to use audience awareness to define a specific goal for each networking message
- How to guide your reader to the response you need, making it easy for them to continue the conversation
- How to strike the right tone, make a good impression, and safeguard your personal brand



60 MINUTES

Delivered virtually
Great for large groups

"I missed this live workshop but saw the replay, and I am so glad I did. There are a lot of webinars on networking and I didn't know how much more could be said, but this one is different. There were so many helpful tips about following up with people, including even details about how to appropriately word an email or LinkedIn message. I definitely realized I was doing some things incorrectly...but not anymore!"

—Jean Humbrecht, Founder & CEO, Humbrecht Law