

Personal Advocate Letter

Ready to pull back the curtains and let your friends and family know of your new career direction? It's time to leverage your trusted personal network and let it work for you. These contacts are your unpaid sales force.

The following letter template serves as a guide when you are looking to move to a new career opportunity. Let everyone know what you are up to and how you can use their help. Be sure to let them know you are also there to support them where needed and they can leverage your network as well.

Make a list of 250 contacts you can reach out to either by phone, e-mail or snail mail and start spreading the news.

You can also export all of your LinkedIn Contacts easily into a spreadsheet. See steps below on how to do that.

Note: There will always be some people whom you may feel awkward reaching out to because so much time has passed since you've been in touch. It's awkward, but being comfortable, getting uncomfortable is your new normal. Use the language below to scribe your note and stay in integrity, letting them know you recognize the wide time gap and let it go. This is a numbers game. The more people you reach out to, the greater your success.

How To Export LinkedIn Contacts

- Click on “My Network” Tab or Connections. ...
- Click On “See All Connections” ...
- Click on “Manage Synced and Imported Contacts” ...
- Click on “Export Contacts” ...
- Select Desired Files and Click “Request Archive” ...
- Open Email and Use Download Link. ...
- Click Download.

If the contact is someone you haven't touched base with in a long while, start here:

Dear John,

How are you? I realize we haven't connected in a really long time; however, I'd love to catch up and see how we can support one another. You've been someone I've respected/admired/could always trust/enjoyed working with....

< insert why you are writing, using the main template below, starting with 'I'm reaching out because...'>

If it feels right, please let me know some good times for us to connect”. I'd love to hear how you and the family are doing!

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Dear Jessica,

How are you? I hope all is well. I'm reaching out because I have recently begun to actively look for new job opportunities leveraging my experience in <Investment Relations> here in Europe. Should you hear of anything in your neck of the woods, I'd appreciate if you can keep me in mind. I am willing to travel and open to what is possible.

I have attached my Resume / CV. If it feels right, would you kindly pass it on to those in your network who may be interested? Also, if any of your friends or colleagues knows of opportunities aligned to my career in < business development>, I'd love to chat with them.

Please also catch me up on what's new for you and if there's any way I can support you as well. Please don't ever hesitate to reach out! The best way to reach me is: <212.123.4567> or using this e-mail .

Thanks for taking the time. I'd love to hear how you and the family are doing!

Speak soon,