

Sample Solution: How to Approach a New LinkedIn Contact

Dear Mr. Hou,

I'm a student at XYZ University and was lucky enough to catch your interesting (and funny!) YouTube video about the changes happening in the advertising industry.

I'm reaching out to you in hopes that you might give me 15 minutes of your time to answer a few questions about your field. As a graduating senior with a major in marketing, I'm trying to determine the best way to find a good fit for my skill set. I've interned as a social media specialist, but my goals lie in design, and I'm not sure how to bridge the two.

Hearing about your career path was inspiring, and I'd be immensely grateful for a quick phone call or Zoom meeting, whichever would be easiest for you. My phone number is (xxx) xxx-xxxx. In the meantime, I'm going to look for more videos of you speaking!

Best regards,

[Student Name]