

The Perfect Networking Guide

How to land a job by reaching out directly to decision makers



Utkarsh Manocha



I went through 250+ rejections to secure my first job

For 6 months, I didn't hear back from even a single company, but then things started changing...

The biggest difference: I stopped applying mindlessly for jobs and started reaching out to decision makers

Here's my step by step breakdown:



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Identify local businesses

In Australia, small and medium businesses employed over 5 million people last year, which is way more than what corporates with over 200 people did.

Local businesses are more willing to overlook residency status for people who can deliver results.

Also, there's less competition as these businesses aren't household names.



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There are 3 easy ways to identify these businesses:

1) Use LinkedIn companies filter to search companies with 1-200 employees

2) Run a google search with 'Name of the industry' companies in 'Name of your city'

3) Access your LinkedIn university page and identify where alumni work



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Focus on decision makers

Here's who you should target for outreach:

- 1) People who are in functionally relevant roles
- 2) People who are at least 7-10 years ahead in their career

You should review the LinkedIn company page of small and medium businesses to identify these people



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Pick the right platform

Many people are still not active on LinkedIn

You can assess whether that's the case by reviewing the activity section in their profile

No profile activity -> email them

How do we find their email address?



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You can use a range of email finder tools like Hunter.io and Anymail Finder etc.

Or

Just find the email address of any 1 person in that company

As long as your target contact has a unique name which in most local businesses they do, and you know the company email domain, your job is done



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Make your pitch

There are 5 components to a great pitch:

- 1) Introduce yourself
- 2) Why are you approaching them?
- 3) Highlight your proof of work
- 4) Make a clear ask
- 5) Follow-up



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Email Sample

Hi Damien,

My name is Utkarsh, and like you, I am also an engineering alumni of UniMelb. I came across your profile in the university database and noticed you are an engineer at “XYZ”.

I am trying to learn more about engineering careers at infrastructure companies based in Melbourne, and would love to ask you a few questions about your experience.

I understand you're busy, and this might across as an odd request as it is, but I thought I'd be brave and ask.

Can I get 20 minutes of your time next Wednesday for a chat?

Here are 2 most recent projects I have delivered, in case you would like to know more about my work.

Kind regards,
Utkarsh

Summary

- Identify local businesses
- Focus on decision makers
- Pick the right platform
- Make your pitch



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Hey 🖐️
I'm Utkarsh!

I share actionable recommendations to help students and graduates land their first role

Want help securing your first job? Send me a message!

Check out my free Newsletter for insider strategies and psychology breakdowns on how to get hired by world's biggest companies