

Week 4: Are You Reaching Out Appropriately?

This week you will focus on:

1. The rules for engagement when making your initial contact
2. Guidelines for emailing and calling contacts
3. How to follow up if your contact doesn't respond

Directions:

1. Read over the [Week 4 home page](#) and watch the intro video.
2. Download the worksheets:
 - a. [Do's and Don'ts for Making Contact](#)
 - b. [Initial Email](#)
 - c. [Follow up Email](#)
3. Complete these worksheets using the resources from 4.1 Develop
 - a. Refer to the following to help develop the worksheets:
 - i. Read *How to Network Like an American* p. 29-41
 - ii. Watch:
 1. [American Etiquette for Making Initial Contacts](#)
 2. [How to Follow up if a Contact Doesn't Respond](#)
 - iii. View the [Case Study](#) for an example of how Arjun completed his Key Selling Points and created his Career Story
4. Download print and take to Group Coaching Session:
 - a. [Group Coaching Session](#)
 - b. [Feedback Form](#)
 - c. [Takeaways Review and Plan](#)
5. Meet with your Group to share, practice, and get feedback
6. Reflect on your learning and refine your Networking Takeaway materials
7. Submit your questions to the [Weekly Q&A page](#) and check back to see your answers