

# Referral Request Email

The most successful technique for finding unadvertised sports broadcasting job opportunities is the Referral Request Email.

It is also a great way to build relationships that will benefit you throughout your career.

**The idea is to talk to people – not with the expectation that they will hire you, but that they might refer you to someone who will.**

Most people will be willing to help. You're not pressuring them because you're not asking them to hire you. They'll also be flattered that you have come to them for advice.

# Referral Request Email

Three things you'll want to request . . .

1

## AN APPOINTMENT

Send an email to someone in the industry you respect.

Ask if you can schedule a brief conversation about how to conduct a successful job search.

2

## ADVICE

Do not include a resume with your letter.

Your purpose is not to ask for a job. Ask only for their advice about how to conduct your job search.

3

## REFERRALS

At the end of your call, ask who else they recommend that you call for a similar conversation.

Then when you contact those folks, you can say you were referred to them by so-and-so.

Usually by your third call, someone will tell you where there is an unadvertised opening.

## Email #1 in the Referral Request Sequence

The one you send to someone you know . . .

Dear Joe,

I'm looking for my next sports broadcasting opportunity. With your experience in the industry, I'm sure you would have some great advice to share.

Can we schedule a brief 10 minute call so I can ask your suggestions?

Jon

## Email #2 in the Referral Request Sequence

The one you send to a person to whom you've been referred . . .

Dear Mike,

Our mutual friend Joe Smith suggested I contact you for advice.

I'm looking for my next sports broadcasting opportunity. Joe said you might have some wisdom that will be helpful to me.

Can we please schedule a brief 10 minute call so I can ask you some questions? I know you are busy so I will understand if it doesn't fit your schedule.

Please let me know.

Thank you, Mike.

Regards,

Jon Chelesnik