**Increasing Your LinkedIn, Horned Frogs Connect, or Email Connection Response Rate**

Often, we seek advice, mentorship, or assistance from those that have experience in a role or area of interest. These conversations are referred to as informational interviews. Studies show that being **clear and specific** in your ask of someone can greatly increase your chance of receiving a response. Use the space below to draft a clear and concise message to send to a recruiter, fellow alumnus, a mentor, or industry expert.

**Remember to be Clear and Specific!**

Who are you as a professional and how are you connected to the individual?

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What is your specific reason or goal for sending the connection request?

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What is your ask of this individual?

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What is the time commitment you are requesting?

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**Example**

**Who are you as a professional and how are you connected?**

*’2001 TCU graduate, seeking a career change from education into sales.*

*Both are members of the Texas Christian University LinkedIn Alumni Group.*

*Both majored in Political Science at TCU.*

**What is your specific reason or goal for sending the connection request?**

I saw his profile after using Horned Frogs Connect Directory and was intrigued because of his vast experience in Sales and Marketing at Gartner.

**What is your ask of this individual?**

Phone call regarding his career path in Sales.

**What is the time commitment you are requesting?**

*10 minutes.*

**Example Connection Request**

*Good afternoon Peter,*

*My name is Sammie Jones and I’m a ’01 TCU Political Science grad looking to make a career change from education into sales. After finding your profile in the Horned Frogs Connect Directory, I noticed you’ve had a progressive career in Sales at Gartner! If you have time, would you be willing to chat on the phone for 10 minutes regarding your career path in sales?*

*Thank you and Go Frogs!*

*Sam*