Michigan State University College of Law
Career Readiness Guide - Networking Checklist

- Preparation
  - Seek out opportunities (CSO, Spartan Law Docket, Bar Associations, LinkedIn, etc.)
  - Research the event you are attending (attire, time, location, cause)
  - Research the people you are meeting/reaching out to (e.g., alma mater, practice area)
  - Recognize informal vs. formal networking and do informal first
    - Informal: getting to know the person, building rapport
    - Formal: focused, straight to the point, go away with something

- In-Person Networking
  - Introduction
    - Place name tag on your right side
    - Give your name plus memorable information
    - Watch your body language: make good eye contact, smile, firm handshake
    - Use formal names unless told otherwise
  - Be Proactive
    - Use open-ended questions to learn more about others
    - Meet many people; make your way around the room
    - Request business cards; quickly jot a note during the break or immediately following the event (where met them, why notable)
  - Food and Beverage Tips
    - Beverage in left hand, keep your right hand free for shaking hands
    - Eat and drink minimally
    - Avoid malodorous foods
    - Avoid sticky or messy foods

- Email and LinkedIn Networking
  - Introduction
    - Briefly explain who you are and why you are contacting them
    - Use formal name and title in the greeting
  - Be Proactive
    - Be clear about what you are asking for (more information, an in-person meeting, an introduction to someone else)
    - Personalize the email. Avoid using an email template.
    - Use spell check. Do not use abbreviations or slang.

- Follow Up
  - Follow up with people you met via email or appropriate social media (LinkedIn) within 24 hours of initial contact
  - Mention something you discussed to jog their memory about you
  - Continue to nurture existing relationships