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