



Practical Guide on How to Network

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My Background

2015: Graduated from CMU with a B.A. in Economics and moved to San Francisco

2016: Worked at a few startups and started running events in 2016 featuring CMU alumni, it was called “CMU Entrepreneurs of the Bay Area”

2017-2018: Head of Talent at Mojo Vision (Raised \$150 M)

2018: Founded Recruiting from Scratch

2019: CMU T&E Rebranding / Moved to New York City

2020: **COVID** / Still running Recruiting from Scratch





Why are networks helpful?

1. Finding a new job
2. Discovering opportunities that wouldn't normally be able to do
3. New Ideas
4. Funding / Investing Opportunities
5. Speaking Opportunities



Examples of Networking Success

A CMU Grad joined the LA chapter of Tech & Entrepreneurship, found a job at a VR company and rejected a Facebook offer

Investment of \$100K in their startup from an introduction

My recruiting acquaintance introduced me to a fast growing COVID company where I consulted for several months during hypergrowth

Business development for Recruiting from Scratch



Foundations of Networking

1. Playing the long game
2. Don't keep score
3. Follow up
4. Checking In
5. One conversation can change the direction of your life



How to Start

1. What is your goal?
2. LinkedIn (Use a free month of Premium)
3. Cold Email
 - a. Introduction to Yourself
 - b. Why you reached out
 - c. Your connection to them
 - d. *Bonus* Something that can benefit them
4. Don't ask for a job (immediately)



My Practical Tools for Networking

Database: LinkedIn

Email Finder: Gem

Email Trackers

Groups: CMU Tech & Entrepreneurship, Lunchclub, Industry Groups



How Remote Changes Networking

1. Location doesn't matter
2. All things are instantaneous
3. Spontaneous networking is harder
4. All community is digital (for now)



My Work

Recruiting from Scratch (recruitingfromscratch.com)

CMU Tech & Entrepreneurship (cmute.io)