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How to Connect Professionally

At a glance

24 hours before: confirm the time

24 hours or less: send a thank-you

3–4 weeks later: send a short update

Better questions

Instead of "Can you tell me about your job?"

Ask "What does a normal week look like for you?"

Instead of "Any advice?"

Ask "What would you do differently in your first two years?"

The process

Before the meeting

Spend 20 to 30 minutes on the person, the business, the industry, and the topic. Pick one detail to mention early. Write five questions that only this person can answer.

The day before

Send a short note that confirms the time and the link or place. Offer to move it if anything has come up.

During

Arrive ten minutes early. Talk for less than half the time. Near the end, ask if there is anyone else you should speak with.

Within 24 hours

Send a thank you that names one moment from the talk and what you plan to do with their advice.

Weeks later

Send a short update on what you tried. Few people do, so they remember the ones who do.

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