Email approaches to those you may not connect with often or know well:

1. For Someone You Met Once: “We Met at [Event]”

You had a brief conversation, exchanged business cards, connected on LinkedIn—and haven’t been in touch since. Maybe you even had to think for a minute about exactly how you know each other, so starting your email with “Remember me?” seems totally reasonable.

But imagine if you saw that person face-to-face. Would you start by sharing that it took you a few minutes to place them, or wait until you remembered and then reintroduce yourself with how you’re connected? The second option helps conversation flow more naturally (and an ask won’t feel as out of place). It sounds like this:

*Hi Judy,*

*We met at last year’s Developers’ Conference in Tampa, where we bonded over the fact that we’d both recently given up coffee. (Update: I only lasted three weeks.) I’m reaching out because I remember you work at [Company Name] and they have an opening I’m interested in. Could I email you a few questions about what it’s like working there?*

*Thank you,*
*Marshall*

2. For Someone You Haven’t Spoken to in a While: “I See From LinkedIn That…”

If you used to be in touch with someone, then stopped communicating, and suddenly want to reconnect, there’s probably a reason why. Maybe that former contact is the only person you’ll know in your new city, or you’re reaching out as you eye a transition back to [your old field](https://www.themuse.com/advice/the-best-way-to-get-a-new-job-in-your-old-field).

“Remember me” misses the mark in this scenario because obviously your old acquaintance knows who you are. It’s more of a nod to the fact that you haven’t made time to stay in touch—and that’s kind of a sour note to start on. So, skip sounding (and feeling) awkward, and do some internet sleuthing to get up to speed. It’ll seem a lot friendlier. It sounds like this:

*Hi Garrett,*

*I see from LinkedIn that you’re currently working in [new sector]. That’s awesome. I’ve actually been contemplating a move there and would love to hear what the transition was like for you. Would you have time for a cup of coffee, a brief phone call, or for me to send over a few questions by email?*

*Sincerely,*
*Diane*

3. For Someone Important: “It Was Great Catching Up…”

Sometimes, when you’re star struck, you can feel a kind of networking [impostor syndrome](https://www.themuse.com/advice/7-proven-strategies-thatll-help-you-deal-with-your-imposter-syndrome). So, even if you’ve spoken with the CEO of your company or that networking contact who gives killer keynotes many times, you think, “Why would they remember me?” Even just reaching out to keep them as an active member of your network feels like you’re taking up valuable time.

Like you would before other daunting career situations, give yourself a little pep-talk: You’re thoughtful and interesting, that’s why they’ll remember who you are. Now, if you think they’ll need some context because of the sheer number of people they speak to at events, then provide it, but go on to write what you would to other contacts. Try this:

*Hi Regina,*

*It was great catching up after your speech at the annual gala. I love the point you made about how everyone can find meaningful ways to get involved. I hope you have a great holiday season and look forward to seeing you at industry events in the New Year.*

*Best,*
*Jamie*