

The Power of Referrals

“Apply Online” isn’t a strategy. You could spend hours customizing resumes and applying online. Or, you could get smart and get referred. When someone inside the company vouches for you, it forces the hiring team to take a second look, no matter what’s on your résumé.



Step 1: Find Your Hidden Network

Start by expanding your idea of your network from just your inner circle to everyone you’ve met: classmates, past coworkers, friends-of-friends, professors, volunteer groups, and more.

Use [LinkedIn’s “My Network” page](#) and start reconnecting with familiar names.

Step 2: Choose Allies Who Want to Help



Find people who know you (even loosely) and want to help and people who are connected to a team of a company you’re targeting. [Use the filter feature on LinkedIn](#) and then search by:

- 1st-degree LinkedIn connections
- Alumni from your school
- Former coworkers
- Volunteers at the same organizations
- Friends of friends (ask for intros!)

Step 3: Crafting the Perfect Request

Keep it warm and professional. Here’s a structure:

- Mention your shared connection (alumni, etc.)
- State your goal clearly
- Highlight your qualifications
- Attach relevant materials (resume, portfolio)
- Make it OK to say no

Step 4: You’re in Control

Career change (and even first jobs) are tough, but referrals give you an edge. Instead of hoping to get noticed in a sea of applications, build real connections and ask for help. You don’t need a perfect résumé. You need a plan - and a network.

Subject: A quick favor from a fellow Beacon?

Hi [Name],

As a fellow UMass Boston grad, I was thrilled to see your work at [Company Name]. I’m currently applying for the [Job Title] role there and would be so grateful if you’d consider referring me.

I’ve attached my resume and the job link, and I’d be happy to send a short blurb if that’s helpful.

Thanks for even considering it!

*Best,
[Your Name]*