ask nathan

The Warm Way In checklist

Every door has a warm way in. Five steps to reach anyone through people you already know.

1. Map your network

- [ ] List colleagues past and present, classmates, customers, friends and people you met at events.
- [ ] Note each person's company today and the companies they used to work for.
- [ ] Mark how well you know each one: close, friendly, or met once.

2. Find the path

- [ ] Look for someone who works there now, worked there before, or works closely with them.
- [ ] Prefer a path through someone who knows you well over one through a bigger title.
- [ ] Write down two possible paths, not one.

3. Check before you ask

- [ ] When did you last talk to your connector? If it's been a long time, reconnect first.
- [ ] Ask whether they really know the person, and how well.
- [ ] If either link is thin, treat it as a lead to confirm, not a path to use.

4. Make an easy ask

- [ ] Say who you are, why this person, and exactly what you're asking for, in a few lines.
- [ ] Write it so your connector can forward it without editing.
- [ ] Give them an easy way to say no, and thank them either way.

5. A weekly 30-minute habit

- [ ] Add the people you met this week to your map.
- [ ] Follow up on every ask in flight, and close the loop with whoever helped.
- [ ] Make one introduction for someone else.