

YOUR DEGREE GETS YOU IN YOUR NETWORK GETS YOU HIRED

學歷只是門票，人脈才是通關密碼

留美求職的真實生存法則 · *Real Talk on Making It in America*

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About Me — My American Journey

我的美國足跡：20年、4個城市、1,000-mile road trips

Boston

波士頓

4 yrs 4年

Harvard University
Env. Science & Public Policy
Cum Laude 榮譽畢業



Washington D.C.

華盛頓特區

1 mo. 1個月

Federal Policy World
聯邦政策圈
NGOs & International Orgs



Seattle

西雅圖

1 mo. 1個月

Big Tech HQ Culture
科技巨頭主場
Amazon · Microsoft



Los Angeles

洛杉磯

15 yrs 15年

COO, SoCal & Asia Office
@ Northwest Analytics, Inc.
我在美國的家 My American home



01

American Life — East Coast

美國生活：東岸篇 · We put on winter coats you've never needed



Boston — Where Nerds Come to Thrive

波士頓：全美學術密度最高的城市，知識就是通行證

🎓 Brain Capital

More universities per square mile than anywhere in the US. Intelligence is the local currency.

全美大學密度 No.1, Harvard·MIT·BU·Tufts全在這

❄️ Four Real Seasons

Winter hits hard. But Boston spring? Worth every frostbitten finger.

冬天認真零下 15°C, 但春天的楓葉讓你忘了一切

🦞 Culture & Vibes

Lobster rolls, Red Sox games, and the birthplace of American independence. Locals are proud — very proud.

龍蝦捲、Fenway Park、自由之路，歷史感超重

🚇 You Can Survive Without a Car

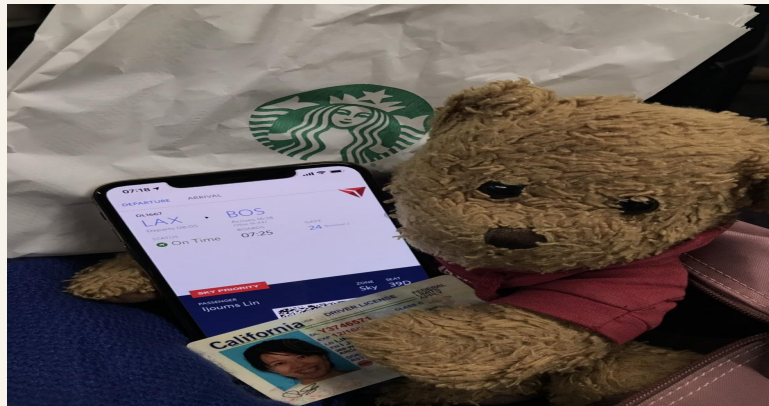
The T actually works! One of the rare US cities where car-free living is possible.

MBTA地鐵(The T)真的有用，LA人表示不敢相信

💰 Cost of Living

Expensive but manageable for students. The Charles River compensates for a lot.

租金貴，但學生資源多，查爾斯河畔的生活品質超高



"Boston changed the way I think. The smartest people in the room are always asking the best questions."
波士頓改變了我的思考方式。

D.C. & Seattle — Two Cities, Two Vibes

政策之都 × 咖啡之都：短暫但深刻的城市觀察



Washington D.C. — Power & Policy

Federal hub 聯邦機關、國際組織、NGO大本營

World Bank, IMF, IDB 三大國際金融機構總部都在這

Free Smithsonian museums 全球頂尖博物館群，而且免費入場

Lots of Taiwanese in policy 台灣人在政策圈、遊說界人數不少

Policy network = key capital 人脈即資本，在DC尤其真實



Seattle — Coffee, Code & Rain

Amazon HQ + Microsoft Redmond 兩大科技巨頭的大本營

Birthplace of Starbucks 星巴克發源地，咖啡文化超認真

Top-3 US engineer salaries 工程師薪資全美前三

It rains. A lot. 永遠在下雨，但戶外活動超豐富

Strong Taiwanese community 台灣人多，亞裔支撐網絡完整



02

American Life — Los Angeles

美國生活：西岸篇 · Sun, Traffic, and 15 Years of My Life



Los Angeles — My Home for 15 Years

洛杉磯：我在美國的家，台灣人最愛的城市沒有之一

365 Days of Sun

Winter? Never heard of it. Taiwanese immigrant paradise, certified.
冬天也是攝氏 20 度，台灣人的天堂，毫無疑問

You WILL Need a Car

No car = no life. The I-10 freeway is basically a parking lot with occasional movement.
沒有車，哪裡都去不了，I-10 永遠在塞

Biggest Taiwanese Community in the US

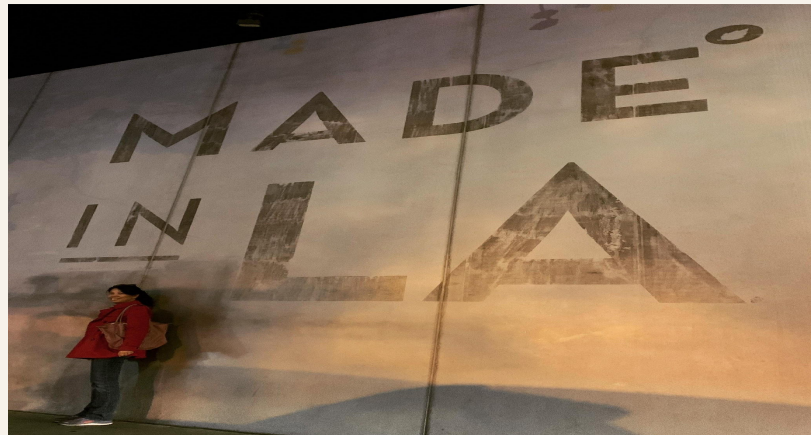
SGV (San Gabriel Valley) is basically Taipei with better weather.
Monterey Park、San Gabriel Valley 是台灣人的聚落

Industry Diversity

Entertainment, tech, biotech, fashion, trade — you name it, LA has it.
娛樂、科技、生技、港口貿易、時尚，什麼都有

My Chapter Here

@ Northwest Analytics, Inc. · Portland, OR based
Chief Operating Officer, SoCal & Asia Regional Office



East Coast vs. West Coast — Choose Your Character

東西岸大比拼：選錯城市不是輸在起跑點，是輸在方向

Category 比較項目	East Coast 東岸 (Boston / D.C.)	West Coast 西岸 (LA / Seattle)
 Weather 氣候	Four real seasons — fur coat required 四季分明、冬天嚴寒	Warm & sunny (LA) / Rainy (SEA) 溫暖乾燥/多雨
 Rent 租金	High — Boston especially 中到高，波士頓尤其貴	LA: brutal. SEA: also brutal. 洛杉磯極高
 Transit 交通	Decent — T & Metro work 公共交通較完善	LA: you need a car. Period. 洛杉磯必須有車
 Industries 主要產業	Finance · Law · Policy · Academia 金融法律政策學術	Tech · Entertainment · Startup · Trade 科技娛樂新創
 Taiwanese Community 社區	Small but tight 波士頓小但緊密	SGV = Mini Taipei 全美最大台灣人社區
 Networking Speed 交友	Needs effort, tradition-heavy 需主動，歷史感重	Diverse & open, easier to break in 多元文化，容易切入



Pro Tip: Decide your target industry FIRST, then pick your city.

先確認目標產業，再選城市。想進科技業 → 西岸；想進法律/政策/金融 → 東岸。

03

US Visas & Workplace Reality

美國工作簽證 & 職場真相 · Know Your Options Before You Land

US Work Visa Landscape — Know Your Options

美國工作簽證全景圖：越早知道，越少焦慮

H-1B

Specialty / 專業人才

- Lottery system 抽籤制
- 85,000 cap / yr
- Most common path 最常走的路

OPT

Grad Bridge / 畢業橋接

- 12 mos. (STEM: +24)
- No lottery! 不用抽籤
- F-1 students only

L-1

Transfer / 跨公司調動

- No cap 無名額限制
- Internal transfer 企業內調
- A (mgr) / B (expert)

E-1

Taiwan Treaty / 台灣條約

- Taiwan nationals only !
- Trade-based 貿易往來
- Indefinite renewal 可無限延

O-1

Extraordinary / 傑出人才

- No cap 無名額限制
- Prove you're exceptional
- A: Science B: Arts

⚠ Visa status = your legal right to work in the US. Start planning early — don't wait until graduation.

簽證狀態決定你在美國工作的合法性。越早規劃，越少焦慮，越多選擇。

H-1B Visa — Then vs. Now: The Rules Changed

H-1B簽證：先來先得的時代結束了，現在要拼手氣＋實力

Before 2020 — First Come, First Served 先來先得時代

April 1 filing rush 每年4月1日開放，幾天內收件達上限
65K regular + 20K master's cap 一般名額65,000 + 美國碩士20,000
Master's drawn first Master's cap先抽，落選進regular cap
File early = you're in 大量申請者幾乎可確定被收件
2013: full in 24 hours! 2013年竟然24小時就達到上限
Who files first wins 選才標準：誰先遞件，不論能力

2021 Onwards — Electronic Lottery 抽籤制，靠運氣

Online registration opens March 每年3月初開放線上登記 (USCIS 系統)
\$215 registration fee 繳交\$215登記費，提交基本資訊
Results mid-to-late March 約3月中下旬公布抽籤結果
Selected → full filing from April 1 中選者才能遞交完整申請
FY2025: ~470K registered, ~30% selected 約47萬人登記，約3成中籤
Multiple employers = more lottery tickets 同一人被多家雇主登記可增加中籤機率

 **Strategy:** Graduate → OPT (up to 3 years for STEM) → Employer files H-1B in March → Pray 🙏 If not selected, continue on OPT and try again next year.

畢業→OPT最多3年(STEM)→雇主3月登記H-1B→沒中就繼續OPT等明年再試。

OPT — Your First Legal Work Authorization in the US

OPT: 留學生的第一步, 在美合法工作的起點

OPT = Optional Practical Training · 選擇性實習訓練 · Authorized work in your field of study

Regular OPT / 一般OPT

All F-1 students — any major 所有F-1學生, 不限科系

12 months of authorized work 合法工作期限12個月

Pre or post-completion 可用於畢業前或畢業後

Must work in related field 必須在與學位相關領域工作

Apply via DSO → USCIS EAD card 透過學校DSO向USCIS申請EAD

90+ days unemployed = violation! 失業累積超過90天即違規!

STEM OPT Extension / STEM延長版

STEM majors only 理工醫農等STEM科系限定

+24 months = 36 total 延長24個月, 總共36個月可用!

E-Verify employer required 需要合規E-Verify雇主

Report to school every 30 days 每30天向學校回報工作狀況

36 months = 3 H-1B lottery chances 36個月=3次抽H-1B的機會, 把握住

Law/biz/arts majors: check CIP code 文商法科確認CIP code是否符合

Key Timeline 關鍵時程

Apply up to 90 days before graduation 畢業前最多90天可申請

EAD processing: ~3-5 months EAD核發需約3-5個月, 提早申請!

Work start = EAD effective date 工作開始日 = EAD生效日

OPT period → employer files H-1B March OPT期間→雇主3月登記H-1B

H-1B effective October 1 H-1B生效日通常為10月1日

Cap-Gap if OPT expires before Oct 1 OPT到期前H-1B未生效可申請Cap-Gap

💡 OPT → H-1B → Green Card is the classic path. STEM OPT's 36 months give you 3 lottery shots. 這是台灣留學生在美工作的標準路徑。

L-1 Visa — The Corporate Transfer Path

L-1簽證：在台灣外商待滿1年，然後被調到美國？Yes please!

L-1A

Managers & Executives / 主管·經理人員

For managers & senior executives 適用：管理層或高階主管職務

Work in Taiwan ≥ 1 yr (past 3 yrs) 在台灣公司任職1年(過去3年內)

Max 7 years in the US (3+2+2) 美國最長可待7年(3+2+2)

Golden advantage: EB-1C green card path 黃金優勢：可銜接B-1C綠卡申請

No PERM required 無需通過勞工認證(PERM)，省時省力

L-1B

Specialized Knowledge / 專業知識人員

Holds company-specific expertise 擁有企業特定知識或技術的員工

Work in Taiwan ≥ 1 yr (past 3 yrs) 在台灣公司任職1年(過去3年內)

Max 5 years in the US (3+2) 美國最長可待5年(3+2)

Must prove knowledge is 'specialized' 需證明知識的「特殊性」與不可取代性

Must leave 1 yr before re-applying 用完後需離境一年才可重新申請

🎯 **The Classic Taiwan Path:** Work at a multinational's Taiwan office for 1 year → Transfer to US office → L-1A → EB-1C Green Card.
在外商台灣分公司待滿1年→申請調派美國→L-1A→EB-1C綠卡。最穩定可預期的路徑之一。

E-1 Treaty Trader & EB-1C — The Taiwan Advantage

台灣人的獨特優勢：條約商人簽證 & 跨國主管綠卡

E-1 Treaty Trader Visa

Taiwan-US Friendship Treaty 台美《友好通商航海條約》是基礎
Taiwan nationals only! 台灣國籍人士才可申請，這是我們的特權
Substantial trade between TW and US 須從事美台之間「實質性」貿易活動

>50% trade must be Taiwan-US 超過50%的貿易往來需為台美雙方

Renewable indefinitely in 2-yr periods 可無限期以2年為單位展延

Spouse gets work authorization (EAD) 配偶可申請工作授權(EAD)，一起來美！

E-2: investment-based variant E-2：投資型，需在美國有實質投資

EB-1C Multinational Executive Green Card

Immigration visa = permanent residency 屬移民簽證，直接申請永久居留權

Senior exec/manager at multinational 需擔任跨國企業的主管或高階管理人員

Usually L-1A → EB-1C pipeline 通常需先持有L-1A再轉換

No PERM labor test — faster process 免除PERM勞工市場測試，速度較快

Taiwan-born: shorter priority date wait 台灣出生者排期比大陸、印度短很多

Family immigrates together 配偶子女一同取得綠卡，全家一起來

Most common path for TW tech executives 台灣科技業主管最常走的綠卡路徑

※ Immigration law is complex and changes frequently. Always consult a licensed immigration attorney for your specific situation.
移民法規複雜且常有變動，以上為一般原則，實際申請務必諮詢持牌移民律師。

O-1 Visa — For the Extraordinary (That Might Be You!)

O-1傑出人才簽證: 你可能比你以為的更符合資格

O-1A

Science · Education · Business · Athletics / 科學·教育·商業·體育

'Extraordinary ability' in your field 在所在領域有「傑出能力」的佐證

Meet 3 of 8 criteria: 符合以下8項準則中的3項:

Major award or prize 獲得重大獎項或獎金

Judge/reviewer for others 在知名協會擔任評審

Published significant work 發表重要論文/媒體廣泛報導

High salary vs. peers 薪資顯著高於同行

Key role in distinguished org. 擔任重要組織的關鍵角色

O-1B

Arts · Film · Television · Performance / 藝術·影視·表演

Significant achievement in arts/media 在藝術、電影、電視有重大成就

Must be among the 'small percentage' at top 認定標準: 在領域中「頂尖的一小群」

Awards (Golden Horse, Golden Bell...) 獎項(金鐘、金馬等)是強力佐證

Press coverage + commercial success 媒體報導、商業成就均可作為證據

Many Taiwanese artists in LA use O-1B 洛杉磯有很多持O-1B的台灣藝術家

Box office numbers, ticket sales count 大型演出記錄、票房數據皆可使用

✓ No annual cap · Approved for 1 yr · Renewable indefinitely · Employer files petition for you

無年度名額限制, 批准效期通常1年, 可無限延長。雇主需為你提出請願。學術界、律師、顧問也常見。

US Workplace Culture — Real Talk

美國職場文化真相: 1,000-Mile Road Trips & No Afternoon Naps

My Story: Northwest Analytics, Inc. · Portland, OR HQ × LA SoCal & Asia Office

Chief Operating Officer, SoCal & Asia Regional Office · Annual HQ meetings: sometimes we flew — sometimes we drove. LA to Portland = single-trip 1,000 miles. Round trip ≈ 3,200 km. 2-3 of us taking turns at the wheel, talking business and life. That IS American workplace culture: relationships built on road trips.

有時飛去，有時開車。單趟1,000英里，來回3,200公里，2-3人輪流開，這就是美國職場關係的縮影。

Flexible Hours — Because I-10 is Always a Parking Lot

No punch-in. Come early, leave early. Come late, leave late. Just get the work done.

LA的I-10永遠塞車，所以公司不卡打卡 ——你只要把事做完就好。

Food Truck Culture = Midday Networking

Trucks lined up outside the building at noon — tacos, pho, BBQ. The real meetings happen here.

辦公大樓外停一排 Food Truck，中午是全公司的社交時間，邊吃邊 networking！

8-Hour Workday Includes Lunch Break

Yes, lunch counts! Unlike Taiwan, you're not expected to work through noon. 美國8小時工作日「包含」午休！不像台灣中午還要繼續工作或關燈睡覺。

No Afternoon Nap? Our American Colleagues Were Shocked

When US colleagues visited Taiwan and saw lights off at noon: 'Wait... is everyone sleeping?!'

外國同事來台灣出差，辦公室 12點關燈他們大驚 ——在美國，下午繼續 High是默認值。

US Interview Culture — Be Confident, Be Aggressive

美式面試文化：謙遜是美德，但在這裡你要先讓人看見你

Own Your Achievements — With Numbers 用數字說話

Don't say 'I helped with the project.' Say 'I led initiatives that drove 30% revenue growth.'

別說「我有一點點貢獻」，說「我負責的專案讓收入成長 30%」。

Negotiate. Always. 薪資談判是必須的

Getting an offer doesn't mean accepting it immediately. 'Let me take a few days to consider' is perfectly normal.

收到offer不要馬上說yes。「我需要幾天考慮」是正常的。談判是被期待的，不是失禮。

Show Ambition 展現企圖心

'Where do you see yourself in 5 years?' Answer big. 'Lead a cross-functional team' beats 'grow in this role.'

「5年後你想做什麼？」要回答得有野心。平淡的答案讓你顯得沒有方向。

Always Ask Questions 問問題 = 展現興趣

'What separates great employees from average ones here?' — this question will make you memorable.

「請問優秀員工和普通員工最大的差別是什麼？」這個問題讓你脫穎而出。



True Story: Just Ask for the Green Card 真實案例：直接要綠卡

H-1B lottery: high risk, long timeline, pure luck.

"I'd like to discuss green card sponsorship rather than going through the H-1B lottery."

Their response? 他們說什麼？

"No problem."

The point: If you're good enough, they WILL invest in you. H-1B is the compromise. Green card is the goal. Don't be afraid to ask.

如果你夠好，公司就願意投資你。H-1B是妥協，綠卡才是目標。別客氣。

★ STAR Method — Universal Interview Framework 面試回答萬用框架

S — Situation 情境描述

T — Task 你的任務

A — Action 你採取的行動

R — Result 具體成果（數字！）

04

The Art of Networking

人脈建立的藝術 · It's a Skill, Not a Talent — You Can Learn This



Why Your Network Matters More Than Your GPA

為什麼人脈比學歷更重要？因為大多數工作從來不公開刊登

80%

of jobs are never publicly posted

的工作從未公開刊登

The hidden job market is real.
「隱形職缺市場」真實存在

70%

of people land jobs through networking

透過人脈找到工作

LinkedIn global data — even higher for Asian
professionals.
亞裔在美求職更依賴社群

5×

more likely to get hired with a referral

有推薦信的錄用機率

Same background, with an internal referral.
相同背景，有內部推薦勝出機率是 5 倍

"It's not what you know — it's who you know."

這句話在美國職場尤其真實。學歷帶你進門，人脈決定你坐在哪張桌子。

In American culture, introducing yourself, exchanging cards, and building connections at events is expected — not bold, not rude. It's professional.
在美國文化中，主動自我介紹、建立聯繫是「正常」且「被期待」的行為——不是冒失，是專業。

Job Hunting Platforms — Know Where to Look

美國求職：工具用對了，機會才找得到你

LinkedIn Jobs

THE Must-Have 必備No.1

Not just networking — it's the #1 job engine. Recruiters find YOU here. Turn on 'Open to Work'!

不只是人脈，也是求職引擎。Recruiter主動找你的最主要管道，一定要開啟Open to Work。

Indeed

Widest Net 最廣泛

Largest job board globally. Set email alerts — new postings hit your inbox instantly.

全球最大求職平台，職缺量最多，可設 Email Alert，新職缺上架即通知。

Glassdoor

Intel Hub 情報站

Company reviews, salary ranges, interview questions — research before every interview!

公司評價、薪資區間、面試題庫 ——去面試前一定要先查，知己知彼。

Handshake

Students Only 學生必備

Built for students & new grads. Less competition, more campus-specific listings.

專為大學生和應屆畢業生設計，很多公司在這裡發校園招募，競爭比一般平台少很多。

More Platforms Worth Knowing 其他值得知道的平台

Wellfound (AngelList) 新創公司首選，常可直接聯絡創辦人

Built In LA / NYC... 科技&新創，城市分版，精準投遞

Dice IT/工程師職缺大本營

USAJOBS 聯邦政府職缺，大量接受外國人

Idealist NGO、非營利組織求職

Company website (direct) 很多大公司只在自家網站刊登職缺！



Taiwanese Community Resources

TASC · 各城市台灣同鄉會 · Harvard Alumni Taiwan · Facebook「在美台灣人找工作互助群」 — Your seniors are your best intel source.

前輩是你最好的情報來源。

Six Degrees of Separation × The Internet Made It Fewer

六度分隔理論：這個世界比你以為的小多了

Six Degrees of Separation 六度分隔理論

1960s: Stanley Milgram's experiment showed any two people on Earth are connected through just 6 intermediaries.

1960年代：Stanley Milgram實驗發現，地球上任意兩人，平均只需 6個中間人就能連結。

Mark Zuckerberg (2016): Facebook data shows the average is now just 3.57 degrees.

Mark Zuckerberg (2016)：Facebook數據顯示，全球用戶之間的平均間隔已縮短至 3.57度。



LinkedIn shows your connection path LinkedIn幫你看見連結鏈

LinkedIn shows mutual connections with your target. A warm intro through a shared contact gets 5× more responses than cold messages.
請共同連結幫你介紹——warm intro的回應率是cold message的5倍以上。

Alumni networks shorten the path 校友網絡是最短路徑

Harvard alumni spans every industry globally. With alumni networks, you're often just 1-2 degrees from anyone.
透過校友會，你到達任何人的距離往往只有1-2度，比一般人少了整整幾層。

Internet shrunk 6 degrees to ~3.5 網路讓六度變三點五度

LinkedIn, IG, and X make the path visible AND walkable. You can see the path to your target — then walk it.
社群媒體讓連結變透明可查，你現在可以「看到」那條路，然後主動走它。

Know Your Networking Style — E vs. I

認識你的社交風格：E人 vs I人 — 沒有對錯，只有方法

⚡ E-Person — Extrovert 外向型

Energized by social interaction 從社交互動中獲得能量

Thrives in large gatherings & public speaking 喜歡大型聚會、公開演講

Quick to warm up, wide connections 善於快速暖場、廣泛連結

Challenge: wide but shallow networks 挑戰：容易廣而不深

Challenge: forgetting to follow up 挑戰：Follow-up 常忘記做

⚠ *E-Person trap: Don't just collect contacts.*

After each event, pick 3 people for quality follow-up.

E人陷阱：別只是名片交換機。每次活動後選人做有深度的follow-up，比加100個LinkedIn好友更有效。

🌙 I-Person — Introvert 內向型

Recharges alone after socializing 社交後需要獨處時間充電

Prefers 1-on-1 or small group settings 偏好一對一或小型聚會

Exceptional at deep listening & connecting 善於深度連結、仔細聆聽

Challenge: large events are draining 挑戰：大場合容易疲勞

Challenge: initiating conversations takes effort 挑戰：主動開口需刻意練習

✅ *I-Person superpower: DEPTH wins.*

Coffee chat 1-on-1 is your highest ROI activity.

I人優勢：深度是你的武器。Coffee chat 1對1效率最高，先在LinkedIn互動再見面，壓力最小。

E-Person Networking Playbook ⚡

E人的人脈建立策略：你天生就擅長這個，但陷阱你也要知道



Show Up Everywhere 主動出席各種活動

Conferences, Meetup.com events, alumni gatherings, Chamber of Commerce — presence is power.
業界會議、Meetup活動、校友聚會、商會——出現本身就是存在感。



Speak Up in Public 公開發言、搶麥克風

Ask questions at panels, volunteer to present. 10 minutes on stage = 30 people know you simultaneously.
在活動中舉手提問、擔任Panel來賓，10分鐘讓30人同時記住你，遠超過逐一自我介紹。



Be the Connector 成為「連結者」

Introduce two people who should know each other. You build goodwill without even needing to be the expert.
介紹你認識的人互相認識。你不需要是最強的人，你只需要認識最多有趣的人。



Follow Up Within 24 Hours 24小時內Follow-Up

Send a LinkedIn request + 1 line referencing what you discussed. Don't wait. 99% of people skip this step.
24小時內發LinkedIn請求+一句提醒對方你們聊了什麼。這個動作99%的人不做。



Host Your Own Gatherings 自己辦活動，成為核心節點

Start a monthly lunch, reading group, or industry meetup. The organizer naturally becomes the center of the network.
辦一個每月小型交流午餐或讀書會，籌辦者自然成為圈子核心。

I-Person Networking Playbook 🌙

I人的人脈建立策略：深度是你的武器，用好它



Coffee Chat is Your Arena Coffee Chat 1對1是你的主場

Schedule 1-2 one-on-ones per week. Prep 3 good questions. Your deep listening is your biggest weapon here.

每週約1-2人，事先研究對方背景，準備個好問題。I人的深度聆聽在Coffee Chat中是最強武器。



Prepare Your Elevator Pitch 準備你的30秒電梯介紹

Write and practice a 30-second intro until it feels natural. Remove the anxiety of 'how do I start?'

事前準備30秒自我介紹，練到流暢自然。消除「不知道怎麼開口」的焦慮，I人最需要這個。



Warm Up Online First 先在線上暖場，再見面

Leave thoughtful comments on LinkedIn, share your perspective. When you meet in person, you're not strangers.

在LinkedIn留有深度的留言、分享觀點，建立線上存在感。實際見面前雙方已有印象，壓力大幅降低。



Pick Topic-Focused Events 選擇有主題的小場合

Workshops, reading groups, industry roundtables — structured agenda beats unstructured 'happy hours' for I-persons.

有議程的Workshop、讀書會比純社交Happy Hour更適合I人。話題明確，你知道要說什麼。



Slow Build, Long Game 慢慢建立，長期維持

5 real relationships beat 500 LinkedIn connections. Monthly check-ins, sharing articles — depth IS your competitive edge.

每月認真維繫5-10個關係比擁有500個LinkedIn好友更有效。深度就是你的競爭力。

LinkedIn — Your 24/7 Marketing Machine

LinkedIn: 你的線上名片 · 求職引擎 · 人脈雷達, 全部合一

Profile Optimization

個人頁面優化

Professional, approachable headshot 大頭照: 專業、有親和力, 不要用自拍

Headline beyond job title *Headline*: 不只職稱, 要說你能做什麼

About section: 300-word story in English
*About*段: 300字, 用英文寫你的故事

20+ skills (so recruiters find you) *Skills*: 至少20個, 讓recruiter找到你

Education section: Harvard front and center! *Education*: 一定要填Harvard, 這是你的王牌

Turn on 'Open to Work' 適時開啟Open to Work設定

Connection Strategy

連結策略

Add 10-15 relevant people weekly 每週主動新增10-15個相關連結

Personalize every connection request 連結邀請要附上個人化訊息, 別只按按鈕

Alumni = easiest entry point 校友是最好的切入點(Harvard優勢!)

Follow target company employees *Follow* 目標公司的員工與主管

Join 3-5 LinkedIn Groups in your field 加入3-5個你感興趣的LinkedIn Group

500+ connections = credibility signal
500+連結讓你看起來更可信更活躍

Content Presence

內容經營

Post 1-2 industry insights per week 每週發1-2篇有觀點的業界分析

Commenting beats posting — for visibility 留言比發文更容易被看見, 從這裡起步

Share conference takeaways or book notes 分享會議心得或書摘, 建立專業形象

Tag people you mention (@mention) 標記認識的人, 增加觸及率

Leave substantive comments on others' posts 對他人發文留下有深度的留言, 不只按讚

Your Taiwanese perspective IS your differentiator 用台灣視角做差異化——這是你的獨特賣點

Build Your Network From Zero — You're Not Actually Starting From Zero

從零開始建立人脈：你比你以為的有更多資源，真的

Circle 1

Alumni Network 校友網絡

'Hi, I'm a fellow [school] alum' — the most powerful opener in America. Harvard Alumni Association, department alumni groups, Taiwan student associations. Seniors have an unwritten obligation to help.

「我是XX學長姐」是美國最強開場白。前輩有不成文的義務要回應你。

Circle 2

Taiwanese Community 台灣人社群

TUSA (Taiwan students associations), 台灣同鄉會, city-specific groups. Find your tribe — it's your soft landing and your first referral network.

找到你的「部落」，這是你的軟著陸，也是你的第一個推薦人網絡。

Circle 3

Industry Events 業界社群

Search your industry keywords on Meetup.com or Eventbrite. Attend at least one IRL event per month. Even if you meet just one person, it was worth it.

每個月至少參加一個實體活動。哪怕只認識一個人也值得——那個人可能改變你的方向。

Circle 4

Informational Interviews 求知面談

Find someone with your dream role. DM on LinkedIn: 'I'm exploring this field — would you be open to a 30-min coffee chat?' Acceptance rate is often 30%+.

找你理想職位的人，直接LinkedIn私訊。接受率通常超過30%，試試看。

Networking Don'ts — Mistakes That Cost You Years

避開這些坑：學會了就省去幾年的彎路

✗ Only networking when job hunting 只在找工作時才想到人脈

✓ The best time to network is when you DON'T need a job. Build the relationship before you need the favor.
不找工作時才是最好的networking時機。平時建立關係，有需要時才有人脈可用。

✗ Never following up 認識後消失，沒有 Follow-Up

✓ LinkedIn request + 1 line referencing what you talked about — within 24 hours. 99% skip this. Be the 1%.
24小時內發LinkedIn請求+一句話，這個動作99%的人不做。做了你就是那1%。

✗ Incomplete LinkedIn profile LinkedIn資料沒有完整填寫

✓ Your profile works 24/7 even when you're asleep. People check before accepting your invite. Make it count.
你的Profile是24小時運作的行銷工具。對方在接受邀請前一定會看。

✗ Opening with 'Are you hiring?' 第一句就問「你們公司在徵人嗎」

✓ Ask about their work, their field, their journey. Opportunities follow genuine connection.
先問對方的工作、產業趨勢，建立真實連結後，機會自然會出現。

✗ Only talking to other Asians 華人只跟華人交流

✓ Intentionally reach beyond your comfort zone. Diverse networks open doors to opportunities you didn't know existed.
刻意走出舒適圈，結交不同背景的人。多元人脈才能打開不同的機會大門。

✗ Treating networking as one-time events 把Networking當一次性事件

✓ Networks are long-term assets. Regular check-ins, sharing interesting articles, staying on their radar — that's how it compounds.
人脈是長期資產。定期check in、分享有趣資訊，讓對方記得你存在。

Your Degree Gets You In.

Your Network Gets You Hired.

學歷帶你進門，人脈決定你坐在哪張桌子。

→ **Pick city by industry, not vibes**

選城市要先選產業方向，再選城市

→ **Know your visa options before you graduate**

提早了解你的簽證選項，機會來時你才準備好了

→ **Networking is a learnable skill — not a personality trait**

Networking 不是天賦，是可以練習的技能

→ **E or I — both have a winning strategy**

E人、I人都有屬於自己的方法，關鍵是真誠

→ **Action item for today: connect with 1 alumnus, send 1 LinkedIn message**

從今天開始：加一個校友、傳一封 LinkedIn 訊息

Questions & Discussion · 歡迎提問交流 · Ask me anything!