

1	<p><b>What is networking?</b> Connecting with people (professionals, family, friends, acquaintances) in your field of interest, to assist you in learning about, connecting with and landing career and job opportunities.</p>												
2	<p><b>Why should I network?</b> It will assist you in clearly defining your job and career interests, and help you uncover the “hidden job market” that will lead to more and better job opportunities. <i>If you do not network you are limiting your job prospects to about 20% of what is actually available to you.</i> No kidding.</p>												
3	<p><b>Where do I find contacts?</b></p> <table border="0" style="width: 100%;"> <tr> <td style="width: 33%;">Professional associations</td> <td style="width: 33%;">University career offices</td> <td style="width: 33%;">Friends/family s</td> </tr> <tr> <td>Career fairs</td> <td>LinkedIn/facebook etc.</td> <td>Greek Association/clubs</td> </tr> <tr> <td>Classrooms</td> <td>Student groups</td> <td>Grocery store Clubs</td> </tr> <tr> <td>Industry directories</td> <td>Alumni association</td> <td>Previous jobs</td> </tr> </table>	Professional associations	University career offices	Friends/family s	Career fairs	LinkedIn/facebook etc.	Greek Association/clubs	Classrooms	Student groups	Grocery store Clubs	Industry directories	Alumni association	Previous jobs
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4	<p><b>How do I make contact?</b></p> <ul style="list-style-type: none"> <li>➤ Phone calls – Contacting someone you were referred to or found in a listing</li> <li>➤ “Cold” calling – Contacting someone you don’t know to begin establishing a professional relationship</li> <li>➤ E-mails/social networking – Contacting someone you were referred to or found in a search</li> <li>➤ Direct contact – walking up to a professional and beginning a conversation at a job fair, social occasion, conference, etc.</li> <li>➤ Chance meeting – Striking up a conversation with someone in a social or informal setting</li> </ul>												
5	<p><b>How do I prepare myself?</b></p> <ol style="list-style-type: none"> <li>1. Determine what you want to know. Are you networking for career exploration or job prospects or both?</li> <li>2. Career exploration: Develop a list of questions for career exploration or “information interviewing.” (See <i>handout</i>.)</li> <li>3. Determine how you want to introduce yourself.</li> <li>4. Determine what about your background you want to emphasize in the conversation.</li> <li>5. Determine what might be next steps after the conversation.</li> </ol>												
6	<p><b>How do I know what to say?</b> Prepare a script for yourself—which includes an introductory statement and a list of questions.</p> <p><b>Examples:</b></p> <p><b>Cold Call:</b> “Hello, my name is Pat, I am doing career research and found your name on LinkedIn. I am exploring careers in (X). Would you have a moment to answer some questions?”</p> <p><b>Referral:</b> “Hello, my name is Pat, I was referred to you by Teri Smith regarding the LMX position. Would you have a moment to answer some questions?”</p> <p><b>Career conference or professional association (face to face):</b> “Hello, very nice to meet you Ms. Smith my name is XXX and am a completing my degree in XXX. I am particularly interested in the type of work your company does because it seems like a good fit with my interests and askskills. I would love to talk with you more about this now, if you have time or set up another opportunity to talk.”</p> <p><b>Chance meeting/during a discussion—remember to remain open to always networking:</b> “...Wow, that is interesting. It just so happens that what you do matches my career interest, would you mind if I asked you some questions or gave you a call some time to talk about your experience?”</p>												
7	<p><b>After the contact, what do I do?</b> Begin a contact information sheet organized in a contact binder or folder:</p> <ul style="list-style-type: none"> <li>➤ Record key points of the conversation—What did you learn, what were the answers to your questions?</li> <li>➤ Write down any additional lead provided to you by the contact--such as new ideas you learned and additional people he or she suggested you contact.</li> <li>➤ Write down your next steps following this contact. e.g., Do you plan to follow-up again? If so, when? Do you need to send materials to this contact—a resume or sample of your work? etc.</li> <li>➤ Write a thank you note and send it.</li> </ul>												

