

## Networking

The people you know can help you find a job. The list below will give you some ideas for your initial networking contacts. As you continue your search, your network will expand through visits to job fairs and placement offices, classified ads in newspapers, industry publications and newsletters, and posting on the Internet and TV.

### Create a Contact List

Try to write a list of 30-40 people you could consider for networking purposes. Include some or all of the following:

- Neighbors – current and former
- Co-workers – current and former
- Teachers – including college professors and advisors
- College alumni
- Social acquaintances
- Classmates – from any grade level
- Doctor, Dentist, Lawyer
- Employers – current and former
- Relatives
- Members/Clergy of your church or religious institution
- Family Contacts
- Salespeople
- Politicians, Town Council Members
- Business club members and executives

### Prioritize Each Contact

After you have made a list of the people you know, prioritize them while keeping in mind the following traits of good contact:

- Likes you and/or has a reason to want to help you
- Knows many people
- Aware of the current job market

### The Networking Call

Begin by calling the high priority contacts, and work your way through the list. Be prepared to give them a 30-second summary of why you are calling. This is appropriate for both calls to potential employers and to friends and acquaintances on your networking list. The key to every networking call or contact is to ask for help. Never directly ask for a job, only seek another referral or information about open positions.

Here is an example of how you might begin a typical networking call or conversation:

*Hello Bob Smith my name is Judy Simple. I got your name from my Uncle, Sam Simple, who works with you at the Basic Corporation. He told me that you were the head of Human Resources. I am in the process of conducting a job search. My background includes three years as an advertising media planner with Green and Gold Limited. I am also a skilled database programmer. Do you know of anyone who might have a need for someone with my experience?*