

Your Network

In general, people like to talk to and help others. Your network includes a lot of people, who in turn know a lot of people. Brainstorm the people that you know for each category.

Neighbors	Acquaintances	Ex-colleagues
Family	Friends	People you went to school with
Former teachers or professors	Hair Stylists/Beauticians	Doctors/Dentists
Mechanics	Other business owners	People at church or other religious organization
Club/Hobby members	People you meet at job fairs or career centers	Others

NETWORKING

Here's the why, who, where and how of networking



Why?

Employers prefer to hire based on referrals (networking) because:

- ◆ Hiring is a risk, and when employees quit, it costs a lot of money!
- ◆ Employers care about who they work with.

80% of jobs are filled through networking before they're publically advertised.

Network With Anyone, Anywhere

Network with family, friends, members of your community, acquaintances, people you meet at job fairs, people in your professional association, ex-colleagues, people you went to school with and so on.

Anyone can provide a future job lead or talk about you to the right person in your current or potential career field.

Places to network:

- ◆ Workforce development sites
- ◆ Office buildings and businesses
- ◆ Networking events and job fairs
- ◆ LinkedIn



Networking Strategies for Success

Online	In Person
<ul style="list-style-type: none"> • Join LinkedIn • Use other social media (Facebook, Twitter, etc.) to let people know you're looking for a job and connect with your target companies and interest groups <p>Remember to show netiquette (Internet etiquette). Don't say anything online that you wouldn't say in person.</p>	<p>Networking is primarily about building relationships and helping each other. Don't be needy! Be friendly.</p> <p>Parts of networking:</p> <ol style="list-style-type: none"> 1. Introduction—find a common bond/interest 2. State your situation (explain what you do, not what you want) 3. Gather information by asking questions 4. Ask for assistance—"Do you know anyone in (my field) that I could speak with?" or "Do you know of any job openings in (my field)?"

Questions to ask when you are networking:

- ◆ What are your primary job responsibilities?
- ◆ What experience did you have to get your job?
- ◆ How long have you worked here?
- ◆ What is your own background and experience?
- ◆ What is a typical work day like?
- ◆ How much variety is there in your work?
- ◆ How much training/supervision do, or did you, receive?

Want to move forward with networking? Develop your own Elevator Speech to be prepared for any situation!