



NETWORKING FOR A JOB

Tips for Events: (in-person and virtual)

1. Do your homework:
 - a. Research who is going to attend and identify whom you would like to meet. However, stretch your comfort zone by being willing to diversify the people with whom you are meeting.
 - b. Whenever possible, research companies/people of interest in advance. Try to remember at least one fact about each one; it could serve as a conversation starter.
 - c. Be clear on why you are attending and what you would like to gain, but stay open; you may serve as an important source of information for others, too.
2. Practice your “Elevator Pitch” and tailor it when possible. Depending on the event, you may need to shorten it to just a couple of sentences.
3. Prepare a few open-ended questions for them, such as:
 - What do you enjoy most about your profession?
 - How long have you worked at _____?
 - What do you enjoy most about the company?
4. Reframe the experience as an opportunity to establish meaningful connections rather than just trying to secure a job lead.

General Tips:

1. Be strategic; think about the career goals you hope to achieve in the next 3-4 years and start building connections now, so that you can establish mutually-beneficial relationships over time. Networking doesn't have to be based last minute self-serving requests.
2. Expand your network of contacts beyond your comfort zone. Attend a conference, professional association meeting, or join a committee where you can expand your circle of contacts.
3. Be proactive by making time on a regular basis to nurture new relationships. For example, once a month follow up with new contacts and check in with recently established ones.
4. You may discover a chance to offer new contacts useful information, such as an article, or comment on something they have posted on LinkedIn. Don't wait until you need something from them to reach out. Again, think about how people can benefit from knowing you, too.
5. Build your very own “cheering section,” which includes people who are your allies and strong supporters in your personal and professional life.

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Here are the steps:

1. Research local online job postings first: know who is hiring, which companies or businesses are offering those types of jobs, and what the demand is for that occupation.
2. Conduct occupational inquiry on the occupation and informational interviews on relevant companies/businesses to understand local labor market conditions for that type of job.
3. Have a polished, customized resume ready to distribute.
4. Know your elevator pitch - how to briefly introduce yourself and discuss your target job.
5. Make a networking list of people you know, include social media contacts; additionally, list relevant events and groups to attend.
6. Alert people on your networking list that you are in the market for a job and be specific.
7. Create a weekly calendar of events and groups to also attend (virtual and in-person).
8. Follow up with all leads your contacts provide and track the information.
9. Send thank you emails to people who provide you job leads; handwritten notes are best, if you have their mailing address.
10. Work with a career advisor and/or a job search buddy to stay motivated and accountable. A job search buddy is another job seeker with whom you exchange a weekly check-in about your goals for the upcoming week and accomplishments from the previous week.

Final Note:

Expect the unexpected! For example, at an event you may actually meet a wonderful connection, such as a fellow attendee. Even in day-to-day life circumstances, stay open to happenstance – serendipity is often a major factor in many people’s success stories and securing job leads.