

What is Networking?

Career networking involves utilizing the people you know and people they know to assist you during the job search process. Networking is an essential part of establishing long-term professional relationships.



Who's Included in Your Career Network?

Your Career Network should include anyone who can assist you in your job search or career move. This can include family, neighbors, past and present co-workers or bosses, friends with similar interests, colleagues from business associations, alumni from your university, and connections made on LinkedIn. Keep track of your personal career network in an organized fashion, either electronically or on paper – make sure you know who is who, where they work, and how to contact them.

Career Networking Tips

- Networking is a learned skill; PRACTICE! The more you do it, the easier it gets
- Spend half of your time talking and half of your time actively listening
- Remember to ask for business cards. If you're given a generic card, write the name of the individual with whom you spoke and when and where you met the individual on the back of their card for reference
- Follow up with a thank you letter or email highlighting your conversation
- Focus on quality, not quantity. It's about the quality of conversations you have
- Focus on your goals and accomplishments
- Treat everyone with respect; be courteous and friendly. SMILE!
- Be polite, and don't be afraid to engage in conversation
- Have an elevator pitch prepared. Remember to introduce yourself!
- Keep in contact with your network regularly



Elevator Pitch

This is a 30 second statement to make a perfect first impression. Remember to...

- ✓ Clarify your job target
- ✓ Write down your pitch & practice it
- ✓ Prepare a few variations
- ✓ Tailor the pitch to *them*, not you
- ✓ Deliver it with confidence