



NETWORKING TIPS

On Networking: It's basically one big cosmic, karmic piggybank out there. The more you can help other people, the more good stuff will come back to you.

The Truth: People love to be useful and they hate to say no.

Your Job: To make it as easy as possible for your connection to help you. This means doing as much of the work for your connection as you can.

Step One: Your Target List

1. Make a target company/organization list
 - Yes, this is annoying and time-consuming to do, but *this is your job*. If you're not willing to put the time and effort into this, why would you expect other people to?
2. Organize it somehow
 - By industry
 - By geography
 - By the level of help you need
 - Etc.

Step Two: The Conversation

1. Have it in person whenever you can. It's hard for your contact to multi-task during your conversation if you're sitting across a table from them.
2. Start by talking briefly about your background and what your ideal next position would look like.
3. Then give the person a copy of your target company list. This is the centerpiece of your conversation.
 - Do not share it in advance
 - Never email it unless the meeting will be via phone.
4. Three questions you should ask everyone you talk to
 - Do you know anyone at any of my target companies who you think it would be good for me to talk to?
 - Based on what I've told you about what I'm interested in, and after seeing this list, are there any other companies you think I should add?
 - Is there anyone you know who is especially well networked who you think I should meet?

5. One question to ask people who work in the same functional area as you
 - Have you personally worked with any recruiters who you can refer me to?

Step Three: Following Up

1. Send a follow-up note within 24 hours
2. Thank them for their time
3. Capture all of the next steps – reiterate what you said you'd do for them, and list out the follow-up's they committed to for you
4. If they're willing to directly connect you to someone, be sure to offer to provide a blurb, i.e. what you'd like them to tell that person about you. Most people are very happy to have you give them guidance about what to say.
5. Let them know that you will follow-up with them in a few weeks if you haven't had a chance to connect before then. This builds in permission for you to reach out to them again without feeling like a stalker!