

# NETWORKING 101

The #1 way to fast-track your job search



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# AGENDA

Why  
Networking  
Is Critical

Concrete  
Action Steps  
to Get You  
Started

Next Steps  
& Resources

# WHY DOES EVERYONE TELL YOU TO NETWORK?

## Most jobs are secured with the help of networking

### When you cultivate relationships, you can...

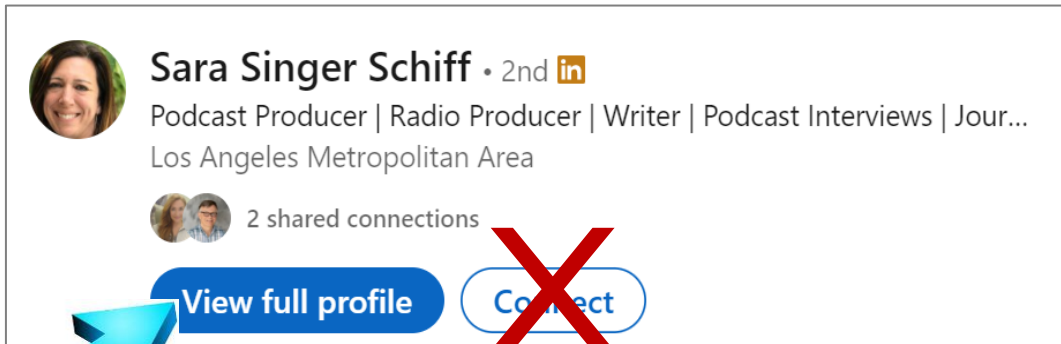
- **Gain perspective:** where are you the best fit: what companies, what industries
- **Get the inside scoop:** find out who is hiring, learn about jobs before they are posted, understand what the hiring manager wants for a specific job you found
- **Get referrals** into jobs (increases your chances of an interview exponentially)
- **Gain friendships** and moral support

# NETWORKING MYTHS & REALITY

Myth	Reality
Networking is a slimy activity for extroverts.	Successful networking is rooted in authenticity and establishing connections. Anyone can do it, and introverts excel because they listen!
People hate it when I ask for their time.	If you are professional and appreciative, most people can spare 20 min. People love to talk about themselves, and it's a break from work.
It's all about what <i>you</i> can do for <i>me</i> .	Networking is about mutual benefit. You never know how you can help others until you ask. Sometimes you help just by giving them a chance to pay it forward and help someone else – it feels great!
My experience speaks for itself.	There will be lots of qualified candidates. <b>You are *exponentially* more likely to get an interview with a connection.</b>
Networking is something to do when you are looking for work	Cultivate relationships over time and offer help to others continuously. That way your network is primed to help you when you need them.

# BE SMART WHEN MAKING NEW CONNECTIONS

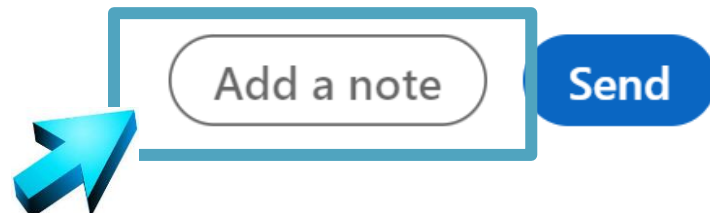
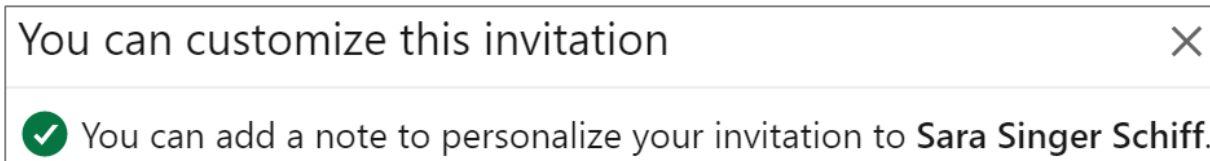
**1 DO NOT click *Connect* unless you have read someone's full Profile**



**2 AFTER reading their FULL profile, click *Connect***



**3 ADD A NOTE explaining why you are connecting**




**Or, to start a relationship slowly, click *More* then *Follow* to see their updates in your Feed (and comment on them).**

# MANY TYPES OF NETWORKING

2 Main Types	Definition
<b>Meet and Greets</b>	<b>Group Settings:</b> Networking Meetings, Conferences, Trade Shows, Industry Events, Career Fairs, Meetups.
<b>Informational Conversations / Interviews</b>	<b>1-on-1 meetings:</b> A brief meeting to seek additional information (exploratory or specific/targeted) about a person or company; Also a way to establish/deepen a relationship.

# MEET AND GREETS

Because now we  
can meet in person again!

- Go early
- Name badge location
- Approach with small talk 
- Introduction/elevator pitch
- Exchange contact cards
- Afterwards:
  - Invite to connect on LinkedIn
  - Invite to meet for coffee, a phone call or Zoom chat

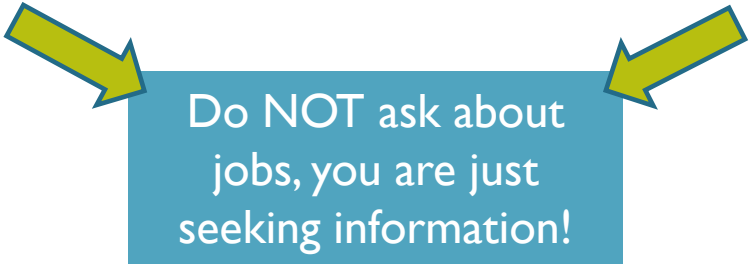
*“Hi \_\_\_\_\_, my name is Bob.”*

- *“How are you doing today?”*
- *“How is your day going?”*
- *“What brings you here?”*
- *“Have you been involved this group long?”*
- *“Did you hear about the \_\_\_\_\_ in the news?”*

**Tip:** If there’s a company/person with whom you want to connect warm up by speaking with 2-3 other people first so you’re more comfortable when you finally speak with them.

# INFORMATIONAL INTERVIEWS

- **An informational interview is a conversation** between a job seeker and someone in a function, industry or company of interest.
- **Your goals** are to gain information + create a connection and a possible evangelist.
- **Get feedback about:**
  - Their industry (job market, future trends, etc.)
  - A specific target company (culture, conditions, hiring process, etc.)
  - A “reality check” about your career goals
  - A career change (what does it take, chances)
  - Networking possibilities with other people in particular industry, field of work, company



Do NOT ask about jobs, you are just seeking information!



# REACH OUT TO CONNECTIONS AT YOUR TARGET COMPANIES

## Subject Line

- **Write a targeted subject line:** e.g., “Jane Lopez referral” or “Seeking your career advice”

## Body

- **Start** with a polite salutation: “Hello Sam”
- **Share** how you know about them/got their name.
- Inform them of **your objective**. Be clear you want a meeting to **ask specific questions about** \_\_\_\_\_.
- **Ask for 20 minutes**. It may well go longer, but most people can spare 20 minutes.
- **Offer up in-person, online or a phone call**  
– let them decide.
- **Keep it short and sweet!** You are more likely to get a favorable response.

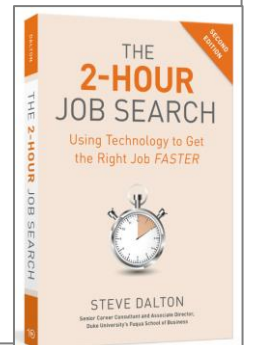
Use The 2-Hour Job Search and links here for templates

<https://www.indeed.com/career-advice/interviewing/informational-interview-email>

<https://www.themuse.com/advice/introducing-the-email-template-thatll-get-you-a-meeting-with-anyone-you-ask>

<https://resumeworded.com/networking-email-templates/informational-interview-templates>

<https://lakegrovejobseekers.org/assets/uploads/documents/Email-Template-for-Landing-Informational-Interviews.pdf>



# MORE TIPS - LOGISTICS

## Address

- **Send via email and LinkedIn messaging.** Many people are not active on LinkedIn.
- **Use their business email.** Check the LinkedIn contact info for an email address

Or try [www.hunter.io](http://www.hunter.io) or [www.snov.io](http://www.snov.io) to find business emails

- **Include both your email address and cell phone number** in your email signature, plus any social media links (e.g., LinkedIn)

- **Offer scheduling options**

- a. Offer 3 dates/times, or
- b. Consider including a calendar link in your email signature to make scheduling easier. Try [www.calendly.com](http://www.calendly.com) for free scheduling – integrates with your calendar.

**Example**

**Austen Slate** (He/His)

**Email** Austin.Slate@gmail.com  
**Mobile** 323-444-5678  
**LinkedIn** <https://www.linkedin.com/in/austenslate>  
**Portfolio** <https://www.Slate-Portfolio.com>

Schedule time with me via calendly here!

## If you don't hear back

- **Follow up at least twice.** People misplace or forget, even if they mean to respond.

# HOW TO PREPARE FOR INFORMATIONAL INTERVIEWS

## ■ BEFORE THE MEETING

- Read their full profile on LinkedIn
- Research the industry or target company
- Make a prioritized list of your questions

## ■ DAY OF THE MEETING

- Be respectful: arrive/log on early; notify if running late
- Have a notepad handy with your Q's
- If in public setting, find table in quiet and private area. Offer to pay for their coffee
- **Have a copy of your resume, but DO NOT offer it unless asked**



# RUNNING THE MEETING

- You called the meeting. Do your best to run it well.
- After settling in and warm up “chit chat”
  - Thank guest for taking the time to meet with you

*“Julia, thank you so much for agreeing to meet with me today. I know you’re very busy and so will try to make good use of our time together. I promise to make sure we finish in 30 minutes.”*
  - Briefly set the context

*“I’ve been in product marketing for about 5 years and have thought for a while that I’d like to have more of an impact on how products are defined, packaged, and distributed, so I’m trying to meet with people who are already in those roles to figure out if it makes sense and is a good fit for me.”*
  - Remind them why you asked for their time and what you hope to learn (← that’s your 1<sup>st</sup> question!)

*“You are someone who’s already in a senior product management role. I’m hoping you can spend a few minutes describing the product roles you’ve had as your career progressed -- both what the responsibilities were, and what you viewed as the key learnings or competencies that got you to the next level.”*
- Finish one topic before you start another one, or, wrap up and end the meeting on time (or early!)
  - Best not to ask random questions just to use the time
  - Here’s where you can ask if there’s anyone else they think you should speak with to learn more or other ideas they have for someone like you

Write them down beforehand on a notepad, and be prepared to take notes

## QUESTIONS YOU CAN ASK

- **Their Background:** How did you get started in this field? What do you enjoy about it? How did your earlier experience at X company prepare you for this work?
- **Work Environment:** What's it like to work here? What is the company culture?
- **Problems:** What are the toughest problems you deal with at work? What problems does the industry have?
- **Fit:** What are the best types of roles for someone with my background/skillset?
- **Reciprocity:** Is there anything I can do for you? People are flattered that you ask.
- **VERY IMPORTANT -- Referral to others:** What other types of people should I talk to? Can you give me contact information for any of these people? May I have permission to use your name when I contact them?
- **See Resources and Next Steps for more questions to ask**

Don't ask questions about things you could have learned on LinkedIn or Google – go deeper

## QUESTIONS *NOT* TO ASK

- **Jobs:** Do not ask about jobs in any way (to start). You are there for information and relationship-building.
- **Politics or Religion:** Avoid any topic that is potentially controversial.
- **Where are you from?** You may think your new connection is from India, but they may well have grown up in Iowa. Stick to their professional journey.
- **Other personal questions:** Use your judgment and assess their communication style. Relators and Expressors may be more open to personal chit-chat.
- **Referrals to specific people:** Ask more generally if you can get a referral to people at certain companies.

# AFTER YOUR INFORMATIONAL INTERVIEW

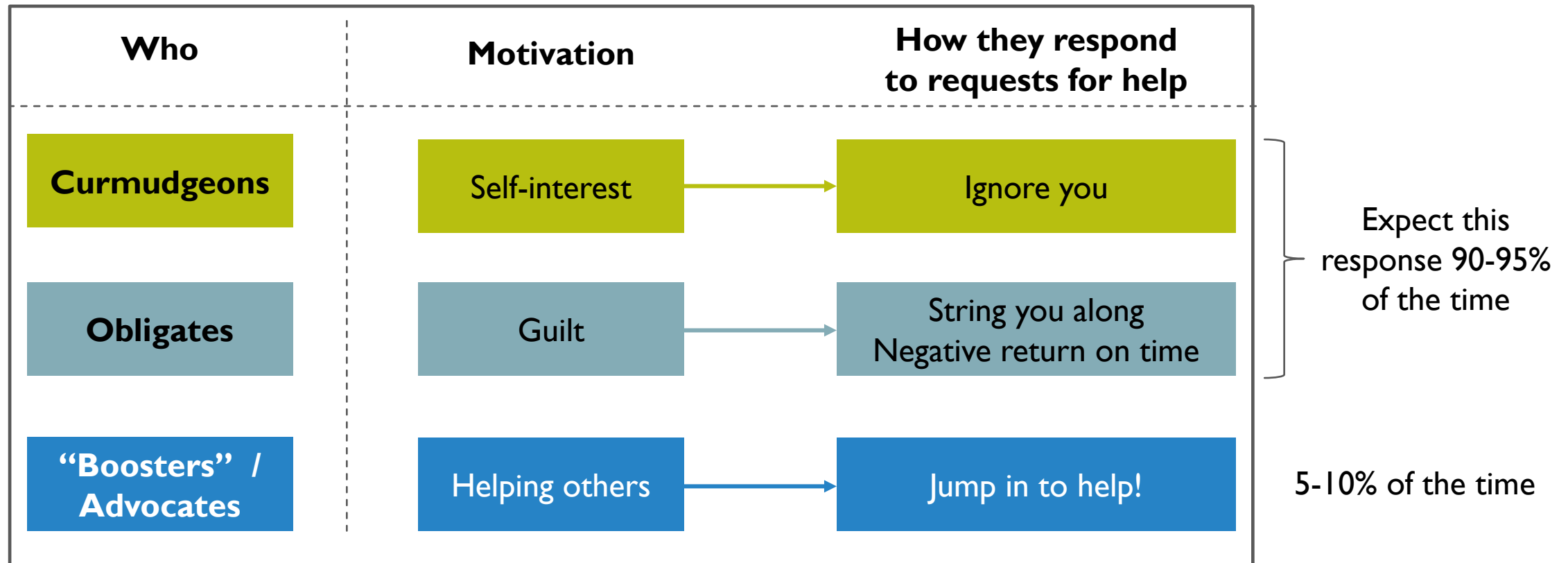
- Immediately send a **thank you email** (mail is rarely delivered in workplaces anymore)
  - Include something: an article, a link. You'd be surprised at the ways that you can help others and it fosters a great impression.
- Forward your **resume ONLY** if they asked for it
- **Keep a log** of all informational interviews and make a note to reach out to them by email or on LinkedIn monthly
  - “Ping” them with articles, congratulations on company milestone seen in newspaper, etc.
  - Comment on their LinkedIn posts (if they post)
  - Send occasional messages on LinkedIn
- Remember to **thank the person who introduced you** to interviewee
- **Keep the connection going**, relationships build over time
- **Did you take their advice? Follow up and tell them!** That is relationship-building gold

# OTHER TYPES OF NETWORKING

Other Types	Definition
Strategic Networking Meetings	When you have a live job opportunity, reaching out to specific people for help
Job Seeker Networking Meetings	Meetings between job seekers for mutual help
Casual Conversations	In any setting, let everyone know your job search goals because you NEVER know who can help you
LinkedIn Interactions	Commenting on people's posts (including recruiters' posts) is a low-risk way to establish/deepen a connection and become known. You will see people's posts once you Follow or Connect.
Other Online Interactions	In online groups, asking questions and putting yourself out there can result in great information. If possible, take it offline.



# STRATEGIC NETWORKING: WHEN YOU ARE FOCUSED ON A SPECIFIC JOB, PERSON, OR COMPANY



**Goal: Focus on finding Advocates as quickly as possible**

# THE 6-POINT EMAIL

**Purpose:** Ask for an informational meeting.

**Structure (recipe):** Designed to optimally appeal to Boosters/Advocates

## Key point

- 1) Fewer than 75 words
- 2) Ask for insight and advice, not job leads
- 3) State your connection first (if you have one, else skip this step)
- 4) Make request in the form of a question (ending in “?”)
- 5) Define your interest both narrowly and broadly (like your elevator pitch)
- 6) Keep over ½ the word count about the contact, not about you

## Why

- 1) People are busy; can't respond to long email so easily.
- 2) Trust has to come first. Much easier to say “yes” to a meeting to share one's “story.”
- 3) A connection maximizes chance of getting email read.
- 4) Questions demand attention; easier to see the ask; communicates confidence
- 5) Sets context for your ask; allows Advocates to respond even if no jobs available
- 6) Avoid “about me” language which mixes the message, buries the ask, and feels like you're selling yourself.

# KEY POINTS TO REMEMBER

- Networking is essential if you want to find a job
- You can do this. It gets much easier with practice
- People WANT to connect with you and help you
- ANYONE can be a valuable connection
  - Your neighbor's friend might be your next boss
- Set a goal
  - # of networking contacts to make each week
  - Research, then reach out to 1-2 contacts for each of the top N companies on your target list
- Be accountable to yourself
- Meet interesting people, get energized, and most of all.....
- HAVE FUN !!!!!!!!!!!!!!!!!!!!!!!



## NEXT STEPS:

- **Download the networking and job search trackers** or develop your own system
  - Search “tracker” on our website to find them, then download the spreadsheets and edit/adapt to your own personal style
- **Create a list of your current contacts**
  - Dig deep, you know more people than you realize
- **Make a commitment** to yourself (and your mentor)
  - Contact X people in the next week or X people per day
  - Once you start, it gets WAY easier!
- **Schedule ONE informational interview** to get started



Questions?



# Extras and Resources

# NETWORKING RESOURCES

- [Networking Tips and Best Practices](#)

(Presentation to Lake Grove Job Seekers by Matt Youngquist)

- [Taking the Spookiness Out of Networking](#)

(Presentation to LGJS by Andrew Beach)

- [Smart Peeps Newsletter](#)

(lots of Portland Metro networking opportunities)

- [Meetup.com](#)

(join groups for fun or for business, it's all valuable networking)



## ***Networking Tips & Best Practices***

When it comes to job searching and career advancement, leveraging one's "social capital" is an essential element to success; here are some tips for learning how to network like a pro!

## BONUS: MORE INFO INTERVIEW QUESTIONS TO ASK

- **Rewards:** What do you find most rewarding about this work?
- **Advancement:** How does one move from position to position? Or from grade to grade? How are employees evaluated? What kind of training is provided?
- **Industry:** What trends do you see for this industry? How much of your business is tied to (the economy, govt spending, weather, etc)
- **Advice:** When the time comes, how would I go about finding a job in this field? What additional experience (paid or volunteer) or education would you recommend?

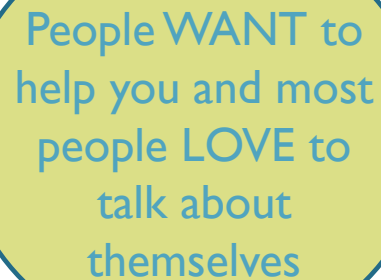
## BONUS: EVEN MORE QUESTIONS TO ASK

- **Demand:** What type of employers hire people in this line of work? Are they local? What other career areas are allied to your work?
- **Hiring Decision:** What are the most important factors used to hire people in this work (education, experience, personality, etc.)?
- **Referral to other information:** Can you name a relevant trade journal I should review regularly? Are there professional organizations I could join to further my knowledge and meet others?
- **Do you have any other advice for me?**



# WAYS TO APPROACH PEOPLE

- These articles offers different scenarios and examples, e.g., asking for advice, reconnecting with an old colleague or mentor, inquiring about a job/company, etc
  - What to Say When You're Reaching Out to Someone on LinkedIn
  - How to Reconnect with Former Colleagues
  - How to (Non-Awkwardly) Reach Out to Old Contacts



People WANT to help you and most people LOVE to talk about themselves

# SAMPLE MEETING REQUESTS

*Subject: Your product management experience at Red Hat and Blue Tie*

*Hi Jeff,*

*I'm Brooke, a fellow Duke alum. May I chat with you for a few minutes about your product management experience at Red Hat and Blue Tie?*

*I'm trying to learn more about product management in the North Carolina tech space, so your insights would be greatly appreciated.*

*Best regards,*

*Brooke*

*Hi Patricia,*

*I'm Adrian, a fellow member of the EdTech LinkedIn Group. May I have a few minutes to ask you about your sales experience at Enspire Learning?*

*Your insights would be greatly appreciated since I'm now in the process of deciding whether to apply for Enspire's open Business Development position.*

*Best regards,*

*Adrian*

*Subject: Your interview in last month's Science magazine*

*Hi Dr. Johnson,*

*I am a researcher at the OHSU Knight Cancer Institute. I found your thoughts on the Cleveland Clinic's trial use of nanomachines to address certain forms of cancer in last month's issue of Science to be very interesting.*

*Would you mind discussing your work further with me in a brief phone chat? I had a few follow-up questions, and your insights would be invaluable.*

*Thank you for your time,*

*Caroline*