

# **Networking 101: The Not So Basics**

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# Why do We Network?

- What is networking?
- Create connections beyond our immediate family/friends
- Connections turn into relationships
- Relationships turn into friends
- Commonality and likeability

## What is my Goal as a Job Seeker?

- Get to know people and utilize their contacts
- Meet someone who knows someone who knows someone...
- Get the referral
- Get the meeting

## Where do I Find Connections?

- 500+ events a month to choose from
- Industry specific and/or Open networking
  - Go to the industry you don't belong to
  - AZ Tech Council, IABC, etc
  - Morning events vs. Evening events
- Arrive early and stay late
  - Act like you're the host
- All the good networking happens at the end
  - Consider every function a success if you met at least one quality person

# What are You Talking About?

- Don't tell people you are looking for a job
  - You are there to research and get names
  - 10 sec commercial
- Listen more than talk
  - Ask lots of questions
  - Where do you work? Where were you before that?
- Be interesting/memorable, don't interrogate!
  - You want people to remember you
  - Make people comfortable
  - Genuine and authentic

# What to Bring With You

- Nametag placement
- Great handshake
- Business cards – not your resume
  - Name, email, 1 phone #, 3 areas of expertise
- Something to take notes with

# Referrals

- Please be an easy referral source
  - Tell me EXACTLY who you'd like me to introduce you to
    - Look through my LinkedIn and give me names
    - Send me what you'd like me to say about you
- Being vague is the plague – being specific is terrific
  - Don't give people too many options

## Follow Up

- Don't send your resume unless it's appropriate
- You have 3 days to follow up before the connection fades
- Simple email saying Thank You
- Make it personal
- Is there anything you can help them with?

# Questions?

Happy Networking!

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