

# Networking

Networking is one of the easiest ways to get a job. All you have to do is socialize and talk to your friends! The people who allow themselves to be in your career and job search network are some of the most important people in your life. Treat them as such. A good network starts with friends, relatives, neighbors, co-workers, and acquaintances. But don't limit your network by thinking someone won't be of any help. Everybody knows someone, who knows someone, who knows someone.

Get a notebook and write down the names of people who say they might be able to help you. Give them a copy of your resume. Below is a list of people to add to your network.

## Individuals

Friends  
Co-workers  
Clients/customers  
Former employers  
Bankers  
Friends of friends  
Merchants  
Military contacts  
Neighbors  
Other job seekers  
Personnel departments  
Professionals  
Realtors  
Recruiters  
Relatives  
School contacts

## Associations

Alumni associations  
Professional associations  
Chamber of Commerce lists  
Church  
Convention rosters  
Corporate rosters  
Corporate directories  
Political interest groups  
Social clubs  
Sport leagues  
Trade shows  
Vendors  
Veteran groups

A lot of people do not like to network because they see it as advertising the fact they are unemployed. If this activity bothers you, remember, you are **not** asking these people for a job. Tell them you are looking for work and need information. Most people will not have a job to offer, but they will have valuable information to offer, such as answers to:

- What do they know?
- Whom do they know?
- Whom can they introduce/refer you to?
- Who's hiring?
- What does the future look like for his/her occupation?
- Who's expanding?

Try to get at least one piece of useful information from every person you contact. This way you keep building your network of contacts and gathering information.

Talk to five new people every day. Keep a list of businesses you have been referred to.

Tips for Successful Networking	Networking Mistakes to Avoid
<ol style="list-style-type: none"> <li>1. Always be specific about what you need.</li> <li>2. Know your strengths.</li> <li>3. Network even when you think you don't need to.</li> <li>4. Don't wait for people to come to you.</li> <li>5. Be more persistent than you think you need to be.</li> <li>6. Don't internalize rejection.</li> <li>7. Don't speak negatively about anyone.</li> <li>8. Be friendly and down-to-earth.</li> <li>9. Be helpful to others even if there's no obvious direct benefit to you.</li> <li>10. Stay in touch with people regularly.</li> <li>11. Never leave home without business cards (or resumes)</li> <li>12. Occasionally call people just to say hello.</li> <li>13. Get known as an information clearinghouse, and thus a valuable resource to others.</li> <li>14. Sit next to a stranger at events, not alone or just with people you know.</li> <li>15. Focus on names when you meet people.</li> <li>16. Learn and follow basic rules of business and social etiquette.</li> <li>17. Don't be afraid to ask others for help.</li> <li>18. Keep your goals in sight.</li> <li>19. Take a break occasionally – don't get overexposed.</li> <li>20. <b>Keep a positive attitude.</b></li> </ol>	<ol style="list-style-type: none"> <li>1. Networking non-strategically – that is, without clearly defined objectives.</li> <li>2. Losing sight of your ultimate goals.</li> <li>3. Relying on networking as the only means of reaching your goals.</li> <li>4. Having a hidden agenda – not being upfront and honest with others.</li> <li>5. Being too clingy, needy, or pessimistic. Nobody likes a whiner!</li> <li>6. Expecting too much from others. Ultimately, only you can help you.</li> <li>7. Being impatient. Results can come when you least expect them, and they usually take time to come to you.</li> <li>8. Mixing business and pleasure too overtly.</li> <li>9. Being insensitive to cultural differences.</li> <li>10. Not following through on leads.</li> <li>11. Contacting people only when you need something.</li> <li>12. Not showing your appreciation in a timely an appropriate manner.</li> <li>13. Being passive.</li> <li>14. Going for quantity over quality in your relationships.</li> <li>15. Having poor quality self-marketing materials (resumes, letters, promotional, literature, etc.).</li> <li>16. Trying to do too much and getting spread too thin.</li> <li>17. Not keeping up with people regularly.</li> <li>18. Having poor oral or written communication skills.</li> <li>19. Trying to network in ways that don't fit your personality style.</li> <li>20. Not doing it at all!</li> </ol>