

NETWORKING YOUR WAY TO A JOB

Networking is the development and maintenance of mutually valuable relationships.

Many times, networking is used to cultivate employment or business opportunities. Start building important relationships now and network your way to a job.

The Truth About Networking

- It's about developing meaningful relationships
- It starts way before you need a job
- It isn't always about knowing the rich and powerful
- It isn't just about what you know, but whom you know, and more importantly, who knows you
- It's how most people get jobs

Networking Do's

- Be genuine and authentic while building trust and relationships
- Develop goals for each networking meeting
- Do your research
- Visit groups that spark your interest
- Hold volunteer positions
- Ask open-ended questions
- Develop a reputation for being a valuable resource
- Articulate what you are looking for and what you do
- Follow through quickly and efficiently on referrals
- Understand the needs of the people with whom you are networking, offer some value to them
- Try to contact one person a day
- Go beyond your industry
- Prepare a 30-second pitch

Misconceptions of Networking

- It's just using people.
- It's for people who already have "connections."
- You only need it if you're going into business
- "I'm smart - I don't need to network"

Networking Conversation Starters

- How did you get into your profession?
- What is a typical day like for you?
- How would you describe the corporate culture?
- What skills are required in your position on a day-to-day basis? What is unique about your company?
- What advice do you have for someone looking to get into your field of work?

Networking Don'ts

- Demonstrate a lack of action
- Be too informal too soon
- Lack focus
- Practice G.A.P.S (Gum, Alcohol, Perfume, Smoke)
- Ask for too much
- Demonstrate a lack of follow-through
- Forget to have fun



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NETWORKING YOUR WAY TO A JOB (CONT.)

Your 30-Second Pitch

Your 30-second “pitch” is what you say to introduce yourself to a potential employer or networking contact. It should reveal:

- First and last name
- Your major and university
- 2-3 accomplishments you were able to achieve as a student (experiences and skills developed)
- What kind of job or opportunity you are looking for
- Why you are interested in contacting the employer/organization (optional)

EXAMPLE OF WHAT TO SAY TO INITIATE AN INFORMATIONAL INTERVIEW:

“Hello my name is Sam, I am a third year psychology major and I am interested to learn more about the field of educational psychology. I noticed you graduated from UCR! If you are interested and available, I would like to schedule a time to chat with you to learn more about what you do and your career path”

EXAMPLE OF WHAT TO SAY TO INITIATE A CONVERSATION WITH AN EMPLOYER AT A CAREER FAIR:

“Hello! Nice to meet you! My name is Sam Smith, I am currently a Junior pursuing my Business Administration Degree, with a concentration in Marketing. I recently worked on a marketing project with the Rancho Cucamonga Quakes Baseball team to promote their games through social media campaigns. I am also actively involved with the American Marketing Association at UCR, where I’ve had the honor to be elected as Secretary this past year. I am looking for an internship next summer to continue applying my skills and my passion for social media and marketing.”

What will your 30-second pitch be? Construct it now so you’re ready.

Your Job Search Network

This Graphic will help you identify potential contacts in your “circle”.

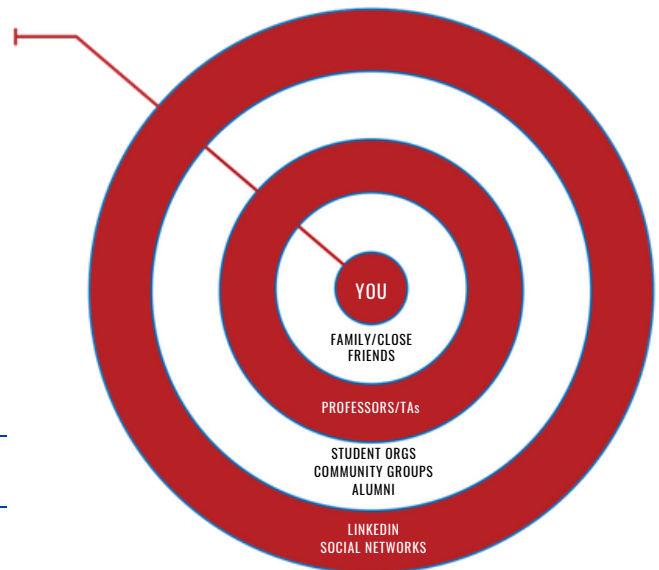
Each circle represents individuals or groups of people with whom you are directly or indirectly connected. Within these circles you may find people who can provide you with advice and guidance regarding your career goals.

List three people you can contact tomorrow to discuss your career goals:

1.

2.

3.



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