

# Your Complete Guide to Networking in the Job Hunt

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Go! Network -- September 2009

## Networking Pre-Work

What's right for me?

Place

Look

Time

Persona

Preparation

What do I want?

What's my value proposition? (The value I bring to a company)

What's my target market? (Who needs me?)

Secondary market?

What connections:

Do I need?

Do I have?

What's my strategy?

## **Networking Gravitas**

Relationship building. . .not “gimme”  
Reciprocal

Cold calls  
Warm calls  
Associations/Meetings  
Volunteering  
Golf on Fridays  
Someplace interesting  
Surprise! Showing up  
Social networking  
Internet

## **Checklist**

Persona  
Target  
Preparation  
Look  
Place

## **Support Network**

Spouse  
Family  
Spiritual home  
Organization/association  
Mastermind  
Accountability buddy  
Coach

## **Personal Growth Opportunity**

Courage  
Diligence  
Persistence  
Discipline  
Gratitude  
Kindness

## **Contact Management**

## The Pitter Patter of Networking

### What Do I Say? - Phone

Name

Reference

Them

Purpose: Prepared questions (2)

Them: Reciprocity

Follow-up?

Hi, this is.. .

I'm calling. . .

. . . [ ] gave me your name

. . .to inquire about. . .

Is this a good time. . .5 minutes?

Thanks. Let me know when I can return the favor.

Should I check back. . .?

### What Do I say? - In Person

Preparation

Desired outcome

Ask something they can deliver on

General to specific (you)

Thanks for meeting

Notice I - Something about them, or you know

Notice II - Their body language (receptivity)

Question about them/environment/business

Brief discourse

Your point

Your objective

I'm interested in

What are you hearing about. . .

What are some bright spots. . .

The ask (they might have offered you something by now)

So, do you think I should. . .

Who's the right person to call?

The kill (maybe)

Can I call and use your name?

Is there someone else I should talk to?

Would you be willing to call. . .?