

Some Additional Networking Tips

- ♦ Remain in touch with people you already know. Follow up with them using e-mails, cards, social media, or short messages.
- ♦ Keep your social media sites appropriate for the general public. Not only will future employers or people you meet at events check there, they will also use what they see to determine if you are a good fit for their company or not.
- ♦ Update your LinkedIn profile often, or create one if you haven't already. (Make sure your photo looks professional and presentable.)
- ♦ Use alumni boards, groups and services offered by your university and other organizations. People who share common ground with you will be extremely willing and happy to talk and help if they can.
- ♦ Focus on learning from the person, and helping them in return. What can you teach me? How can I help you?
- ♦ Google yourself. Would you hire you?
- ♦ KNOW yourself. If you use these resources to discover who you are, what you want to do, where you want to work, what your strengths are and more, you will be able to effectively communicate this with new and old contacts.
- ♦ Create a goal for yourself before each event. "I am going to collect 5 business cards!" or "I'm going to speak with at least four new people." Fewer, more meaningful connections will mean more than a stack of business cards.
- ♦ Send thank you notes and follow-up e-mails that evening, or at least the following morning. Add some personal information about your conversation, and ask if they'd like to continue the discussion over coffee.
- ♦ Networking (aka meeting new people) does not have to be limited to business related social events. You might meet the right person in a very unexpected location. Keep business cards in your wallet for such times.
- ♦ If you're meeting new people, dress well and pay attention to your general appearance and hygiene. Also, remember to smile!
- ♦ Speak about positive things, otherwise people may associate you with a negative interaction.
- ♦ Think about networking as a long-term activity, not just when you need a new job.
- ♦ Don't worry about "selling yourself." You'll be able to do that unconsciously by the topics you discuss and how you present yourself. You don't have to talk about all of your accomplishments and job titles to date.
- ♦ Read [What Color Is Your Parachute?](#) for more extensive explanations, or contact me if you have any questions/want to discuss anything mentioned in more detail. I am also happy to share any additional resources that I have.

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Worth spending a little money on:

- ♦ Attending events. Aim for 2 or 3 a week if you are unemployed. You might have to spend some money on food or transportation, but meeting people in person is the **most** effective way to land your next job.
- ♦ Get yourself some business cards. They don't have to be fancy or expensive. You can even get some for free from vistaprints.com if you opt to let them advertize their name on the back, or you can print your own.
- ♦ Taking the time to treat your connections to coffee or lunch.
- ♦ Own at least one formal business suit for more formal events and/or interviews.