



## MOST JOBS FOUND BY NETWORKING

Most jobs (80%) come from your networking, talking with others who know about job openings or know people who know of job openings. Yet most job seekers spend the majority of their time looking for work in the classified want ads in the newspaper and on the internet (the published job market). But note that 60% of jobs never reach the published job market. People who network get those unpublished jobs.

The average college graduate changes jobs every 2-3 years. Learning to network will help you keep employed. If you do one informational interview (described below) each month you will always have job opportunities.

People love to give advice. With networking you create a non-threatening, non-aggressive environment where others can freely give you advice.

## ITS NOT WHAT YOU KNOW BUT WHO YOU KNOW

The objective of networking is to find out who you need to know, and how you can get to know him or her.

## MAKE A LIST

Begin by making a list to identify resources in your network. List as many people as you can think of and information about how to contact them. Then prioritize your list, giving highest priority to those people who are most likely to be able to help you achieve your employment goals. In the "Priority" column of the network list, write *A* for people who are *likely* able to help you directly; write *B* for people you think *might* be able to help you directly; and write *C* for people who can help you *indirectly*.

If you need help thinking of names for your list, think of people in the following categories:

- Friends
- Members of professional organizations
- Members of my political party
- Friends from my mission

- Present or former teachers
- People I play sports with
- Relatives
- Former co-workers
- Former employers or supervisors
- Former employees
- Former students
- School classmates
- Neighbors
- Fraternity or sorority members
- Members of my church
- Members of my social club
- People I know from community service

Use the internet to network with people. Here are two websites that help people network for employment:

- <http://www.linkedin.com>
- <http://Jibberjobber.com>

## NETWORKING GOALS: 10-2-2

Now that you have a prioritized list of people to contact, you can start making contacts. Remember that looking for work is a full-time job, especially if you are currently unemployed.

To maximize your efforts, set daily goals, including the following:

- Contact at least 10 people per day.
- Get 2 new referrals from each person you contact (record them on your network list).
- Set up at least 2 face-to-face interviews each day (Informational Interviews).

Use the Phone Contact forms from the *Career Workshop* workbook to help you organize your efforts. Ideally you should fill out a Phone Contact form for each person on your network list. During each phone conversation, write down as much information as possible, including the items you discuss, things you can do as follow up, and new referrals the person gives you.

The two face-to-face interviews do not have to be formal job interviews; they can be informal

introductions in which you gather other important information.

## SEVEN NETWORKING RULES

Keep in mind these rules when you contact your resources:

1. Know why you are contacting a person and how he or she can help you. Don't limit yourself by asking only for employment; **ask for information and ideas** as well.
2. Make a powerful first impression.
3. Learn something from every contact.
4. Get two referrals from every contact.
5. Contact every new referral you receive.
6. Write thank-you letters to every person you contact, and keep copies of these letters for your reference.
7. Keep an accurate list of follow-up activities. Return calls, and send correspondence, résumés, or other information as promised

## CAREER MARKETING

You must market yourself. To do this you must identify your **Motivated Success Skills**, things that you would do, even if no one paid you to do them.

Make a master list of 20 to 40 of your achievements or great experiences. These include things you:

- Did well
- Are proud of
- Enjoyed doing

Describe these achievements or experiences in 30 to 40 words telling

- What you did,
- How you did it
- The results (quantifiable)

Then use these statements to create your **Power Statements**.

## POWER STATEMENTS

One of the best ways to make a powerful impression on people you contact is by using "power statements." A power statement is similar to a "Me in 30 Seconds" statement: it communicates important information about you in a short amount of time. Where a "Me in 30 Seconds" statement gives general information about you, a power statement emphasizes the value you can bring to an organization.

Use the following steps to develop power statements:

1. Identify a value, skill, strength, or accomplishment you want to highlight that relates to your objective.
2. Give a specific example of that skill.
3. Show the result of your skill (if possible, use percentages, dollar amounts, or numbers to reinforce your claim).
4. Make sure your statement matches the needs or goals of the organization.

For example:

- "I am dedicated to customer satisfaction. For example, as a territory manager I provided my customers timely product information and responded to their needs immediately. As a result, I was able to increase sales by 38%."
- "I have excellent planning skills. For example, I used to ride the bus 36 miles to school every day. When the buses went on strike for eight weeks, I had to find other transportation, but I never missed a day of school. I feel confident I can put these planning skills to work for you."

Good power statements highlight key accomplishments and have a dramatic impact. As you develop power statements about yourself, think of them as statements of facts. If you write good power statements and practice them until you feel at ease saying them, your tone will sound informative, not boastful.

## FOCUS PIECE

Create a **Focus Piece** that you can use to help communicate your strengths, skills and achievements during your informational interview. This focus piece has three columns. During your first visit the first column will be blank. In the second column list your **Motivated Success Skills**. In the third column give the 30 to 40 word description, your **Power Statement**.

If the interview goes well and you wish to visit with this person again you could go back with the company's **Problems and Needs** that you identified from your informational interview in the first column matched up with your skills and strengths. "I've been thinking about our interview and I have a few ideas that I'd like to share with you."

Share your ideas then ask, "Would you like me to start this Monday or next Monday?"

## CONTACTING DECISION MAKERS

The function of gatekeepers is usually not to hire but to screen, so while it's important to make a good impression on the gatekeepers, it's even more important to make a good impression on the decision maker. The following techniques will help you reach the decision maker:

- Avoid calling during hours when the decision maker is unlikely to be available (after business hours, during the lunch hour, and so on).
- Use names: the decision maker's, yours, a common acquaintance, or the source of the referral.
- Be gently persistent.
- Speak with confidence; believe you have something they need.
- Lower the pitch of your voice. (High pitched voices sound more nervous and less confident.)
- When speaking with gatekeepers, use your name with confidence so that they will feel that the decision maker will want to speak with you.

## NETWORKING QUESTIONS

- Do you know of employment opportunities?
- Can you recommend anyone who is hiring?
- Do you know someone who knows people in my field?

## CREATE SCRIPTS

Create a script so that you know what you will say when you call someone. For example:

### Calling someone you know

1. Say, "Hello, \_\_\_\_\_ [name of contact], this is \_\_\_\_\_ [your name]."
2. Is this a good time to talk?"
3. Briefly explain why you are calling (don't take longer than 15 seconds).
4. Use a "Me in 30 Seconds" statement or a power statement.
5. Ask the three networking questions.
6. Thank the person for his or her time.

### Calling from a referral

1. Say, "Hello, \_\_\_\_\_, my name is \_\_\_\_\_, and \_\_\_\_\_ [name of person who referred you] suggested I call you. Is this a good time to talk?"

2. Briefly explain why you are calling (don't take longer than 15 seconds).
3. Use a "Me in 30 Seconds" statement or a power statement.
4. Ask the first networking question.
5. If the answer is yes, and if you are talking to a manager or supervisor, ask for an interview. (Be sure to offer two choices for a meeting time.)
6. If the answer to the first networking question is no, ask the other two networking questions.
7. Thank the person for his or her time.

### Calling someone you don't know

1. Ask for the name of the owner, manager, or supervisor.
2. Say, "Thank you. May I speak to \_\_\_\_\_ [name of supervisor] please?"
3. When the secretary connects you, say, "Hello, \_\_\_\_\_; my name is \_\_\_\_\_. Is this a good time to talk?"
4. Briefly explain why you are calling (don't take longer than 15 seconds).
5. Use a "Me in 30 Seconds" statement or a power statement.
6. Ask the first networking question.
7. If the answer is yes, ask for an interview. (Be sure to offer two choices for a meeting time.)
8. If the answer to the first networking question is no, ask the other two networking questions.
9. Thank the person for his or her time.

## INFORMATIONAL INTERVIEWS

As you contact people in your networking list you can also ask for 20-30 minutes of their time in the near future to receive some advice, counsel, and feedback from them.

"I am looking to get 20-30 minutes on your calendar to get some advice and counsel from you. I am looking for a job but I not asking you for a job and I don't expect you to know of a job. I just want some advice and counsel from you."

At the end of 20-30 minute time during the interview, be sure to thank them for their time and end the interview. If they decide to extend the time then you can continue as appropriate. But make sure they extend the interview time. This also gives you an easy out if the interview is not being productive.

Divide the informational interview into four, 5-minute time periods, *Introduction*, *Industry*, *How Do I Fit?*, and *Referrals*.

### Introduction

During the first five minutes of the informational interview get to know the person you are interviewing and build rapport with them.

Remind them of your purpose by using the disclaimer:  
*“I am NOT here to ask you for a job. I don’t expect you to have a job or even know of one. I would just like 20 minutes of your time for some counsel and advice.”*

Use your *Me in 30 Seconds* to introduce yourself.

Build rapport by getting to know them and their family, where they went to school, how they got into this industry, position, company, etc.

Always seek advice from them. Never ask for a job.

### **Industry**

During the next five minutes learn about their company and their industry. To prepare for this part of the interview you must do your homework **BEFORE** the interview. Learn everything you can about this company and industry. Then prepare 5-6 piercing questions about their company and their industry. For example:

- *“What do you see as the biggest challenge in your industry?”*
- *“What new products or services does your company plan to market?”*
- *“What are your growth projections for the next five years?”*
- *“Are there problems in your industry that require skills like mine?”*

### **How Do I Fit?**

Use the next five minutes to seek advice on you could fit into their company or industry. Share your skills using your Focus Piece and your Power Statements.

Ask, “How would my strengths be best used in your industry to:

- Make Money
- Save Money
- Solve Problems
- Improve Processes
- Train/Motivate Employees

Let them sell themselves on you.

What if you get a job interview offer during the informational interview? Be sure to maintain your integrity by responding:

*“I’d be delighted to talk with you about that job but I don’t feel comfortable doing that now because of how I’ve set up this meeting. I’d be*

*happy to set up another meeting to discuss your position.”*

You got the opportunity to talk with this person by telling them that you would not ask for a job. Now is the time to maintain your integrity.

### **Targeted Companies**

During this time you may also show them your list of 4-5 targeted companies and ask:

- Who should I take off the list?
- Who should I add to the list?
- Who do you know at these companies?

Again, **BEFORE** the interview, make a list of targeted companies where you believe you would like to work. Do your homework and learn as much as you can about these companies. Then, let them give you advice about these companies.

### **Referrals**

Close your informational interview by getting referrals to other people. Use the following questions:

- Who, at your level or above, should I seek advice from?
- Who do you know that would know this person?
- Who else do you know?
- May I use your name?

Get at least two names and contact information. Remember to ask if you can use their name in contacting this person.

If you use Informational Interviews well you will gain the confidence and trust of the people you interview and they will share their contacts with you and help you find work.

3/6/08

### **Employment Resource Services:**

#### **Sandy Employment Resource Services**

625 East 8400 South, Sandy, UT 84070  
Phone: 801-561-9555 Fax: 801-561-1983  
E-mail: [wel-ec-sandy@ldschurch.org](mailto:wel-ec-sandy@ldschurch.org)  
Managers: Elder and Sister Blake

#### **West Jordan Employment Resource Services**

7166 South Redwood Rd, West Jordan, UT 84084  
Phone: 801-566-4040 Fax: 801-566-4676  
E-mail: [wel-ec-westjordan@ldsmail.net](mailto:wel-ec-westjordan@ldsmail.net)  
Manager: Elder & Sister Mathews