

Networking

Did you know that 80 percent of all jobs are found through networking? Networking involves building and maintaining mutually beneficial relationships with other people.



Identify Your Network

Employers often rely on the people they know to help them find new employees, creating a “hidden job market.” Networking involves creating win-win situations with other people by being helped and helping others. A person establishes a “circle of influence” that encompasses people who may be able to help them in their job search and continues to grow as they meet others.

Your network includes friends, family, acquaintances, previous co-workers and supervisors, school contacts, church contacts, volunteer contacts and the people they refer. Your network can also help you move up the career ladder, find advancement opportunities and build future connections.

Expand your network by:

- Joining professional associations
- Volunteering
- Doing community service
- Attending job fairs
- Taking advantage of social networking sites

Organize Your Contacts

Make a list that includes the names and contact information of each of your contacts and set a date to begin networking. Include room on your list for other information or comments that will help you remember the last time you made contact with that person and the results of that conversation. Keep your list organized and current.

Name:
Phone number:
Email:
Date contacted:
Results:
Comments:

Let them know that you are looking for work, and remind them what skills and strengths you possess as well as what kinds of jobs you are looking for. Ask them if they know of any job opportunities or people who might have useful information. Remember to follow up with a thank you note or email.

Create Your Marketing Message

Imagine you’re a product going into the marketplace: Why should a company “buy” you? What makes you unique? Your marketing message is a precise and convincing message that is you in a power-packed nutshell. Your message should state who you are, the qualities and skills that you have and the type of employment you are looking for.

Step 1: Define your job goal — the title or type of position you are seeking. Make sure you tailor your message to a specific job.

Step 2: Identify the skills, qualities and accomplishments that you have to offer.

Step 3: Highlight the greatest strength you offer an employer.



To-Do List:

- Identify and expand your network
- Organize and track your contacts
- Create your marketing message that will convince employers to interview and hire you
- Use the worksheets included at the end of this section

Write a paragraph using the information from these first steps. Read through each sentence and add relevant detail. Edit your message and say it out loud until you can deliver it smoothly and comfortably. Read it out loud to others and ask for feedback.

Step 4: Share your marketing message. Take advantage of everyday events and activities to share your marketing message. Remember to ask questions to

gain information, referrals and leads. For example: "Do you know of a company that would be interested in talking to me? Do you know of someone whom I can speak with who would be interested in my skills?"

Email your contacts and update your LinkedIn profile to share your marketing message. Target your message to a specific contact instead of writing a mass email. Do not attach your resumé or cover letter upon your first contact.

Email Example of a Marketing Message:

Hello Bob,

First, thank you for taking the time to read this email. About a year ago while attending the Jazz vs. Kings game, I remember you telling me how much you enjoyed your job at Geneva Rock.

I am currently looking for full-time employment as a finish carpenter. I have 15 years of design, finish and detail carpentry experience. Would you ask about appropriate job openings within your company or send me the contact information of anyone who might know of such opportunities? I would be very grateful for any leads or contacts.

I look forward to hearing from you, and again thank you for your time.

Sincerely, Jerry



Examples of a Marketing Message:

“Hello, my name is Jared and I am just completing my training to become a journeyman plumber.”

“I have completed all of the classroom training in the apprenticeship program at Salt Lake Community College and have worked for over six months for ABC plumbing.”

“After I started my job as an apprentice, I was able to move quickly from performing basic responsibilities to providing assistance to other on-the-job trainees hired by the company. I am seeking a position that will allow me to complete my journeyman requirements so that I can stay as a permanent and valuable employee.”

“Do you know of any companies that would be interested in talking to me? Would it be okay to contact them?”



“Hello, my name is Jerome and I am looking for a position as a customer service representative. I have over three years of customer service experience working at 7-11. My goal was to provide outstanding service by greeting each customer with a big smile, listening with my full attention and thanking each customer by name. I was proud to receive the outstanding employee of the month award twice while working at 7-11.”

Download the Networking Marketing Message worksheet at jobs.utah.gov/jobseeker/oltools/constructownmessage.pdf



Your Networking Contacts

Brainstorm your network list and write the names, contact information and results for your contacts and set a date to begin networking. Remember, your network includes friends, family, acquaintances, previous co-workers and the people whom they refer.

Name: _____ Phone number: _____ Email: _____

Date contacted: _____ Results: _____

Comments: _____

Name: _____ Phone number: _____ Email: _____

Date contacted: _____ Results: _____

Comments: _____

Name: _____ Phone number: _____ Email: _____

Date contacted: _____ Results: _____

Comments: _____

Name: _____ Phone number: _____ Email: _____

Date contacted: _____ Results: _____

Comments: _____

Name: _____ Phone number: _____ Email: _____

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Comments: _____

Name: _____ Phone number: _____ Email: _____

Date contacted: _____ Results: _____

Comments: _____

Name: _____ Phone number: _____ Email: _____

Date contacted: _____ Results: _____

Comments: _____

Reminder: Let them know what skills and strengths you possess and what kinds of jobs you are looking for. Ask them if they know of any jobs or people they can refer you to. Remember to follow up with a thank you note or email.

Download this form at <http://jobs.utah.gov/jobseeker/oltools/networklandscape.pdf>