

Cheat Sheet: The Importance of Networking

Basic Tips:

- Networking is a crucial first step in the job search process.
- It's not what you know. It's WHO YOU KNOW.
- It's about building long-term relationships and connections that may potentially help you find a job. These connections can make it much easier to get that first job.
- EVERYONE you know is included in your network—family, relatives, friends, professors, coaches, former bosses, friends' parents, etc.
- Making connections can produce a ripple effect. For every person you build a relationship with, that person has relationships with 20 other potential job connections, and each of those another 20, and so on...
- Social networking sites such as Facebook can be utilized as a helpful tool in making job connections.
- Professional organizations can offer tremendous connections. Internships with these organizations, even if unpaid, may prove invaluable further down the road.
- Career fairs can also be extremely useful for making connections. Attend fairs and make as many meaningful, memorable impressions as possible.
- People who know you can give you an extra edge in landing a job since they can tout your positive characteristics and confirm them, could make all the difference.
- Internships either paid or unpaid can lead to a larger network.
- When trying to build your network, be persistent but not a pest.
- Don't contact people more than once every one or two weeks.

Cheat Sheet: The Importance of Networking Cont.d)

- Be patient. Networking does not always provide immediate gratification.
- Develop high quality relationships that can benefit you professionally.
- Thank You notes are very important for establishing and maintaining your relationships with those in your network. They show that you are appreciative of the help.

Remember:

- Often it's not what you know, but WHO you know!