

# Effective Networking Strategies

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**Presented by SixFigureStart®**

# MY BACKGROUND...



# ***SixFigureStart® Six Steps to Career Success***

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1. Identify Your Target
2. Create A Compelling Marketing Campaign
3. Conduct In-Depth Research On Companies and Industries
4. **Network** and Interview
5. Stay Motivated and Organized & Troubleshoot Your Job Search
6. Negotiate and Close the Offer

## ***Step #4: Networking & Interviewing***

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**Why are they both in one step?**



## ***Step #4/Part 1: Networking***

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- ❖ **Definition: Networking is about establishing a long-term, mutually beneficial relationship of give and take, with the emphasis on the give!**
  - Be genuine in wanting to know them well enough to positively affect their lives, interests, and career
  - All things being equal, people want to network with those that they know, trust and like

***"Life is an echo ... what you send out, comes back.  
What you sow you reap. What you give you get.  
What you see in others, exists in you.  
So give good things." - Chinese Proverb***

# Your Network Is Stronger Than You Think

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- ❖ Networking 2x2 Matrix: Ability to Help and Willingness to Help

<b>I</b> High Willingness to Help Low Ability to Help	<b>II</b> High Willingness to Help High Ability to Help
<b>III</b> Low Willingness to Help Low Ability to Help	<b>IV</b> Low Willingness to Help High Ability to Help

**Don't forget Quadrant I: you don't know who people know  
and Quadrant IV: *you must be willing and able to expand  
your support base***

# A Good Networker Masters All 4 Stages of Networking

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1. Research
2. Approach
3. Follow-up
4. Request

**Networking is building a mutually beneficial relationship ...  
built over time. “The Request” comes last!**

# Networking Pitch Best Practices

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- ❖ Prepare a 20/30-second
- ❖ Tailor your pitch to your audience – focus on developing rapport and credibility
- ❖ Design your pitch to be memorable and repeatable
- ❖ Emphasize the future, not the past -- what you want to do, not what you have done
- ❖ Create a blended, multi-dimensional pitch – professional, personal
- ❖ Pitch components could include:
  - Where your career interest came from
  - What your strengths are
  - What relevant experience/accomplishments you've had
  - How your educational background helped prepare you



# Tips For Career Fairs and Other Large Group Events

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- ❖ Be ready to introduce yourself – 20-second pitch
- ❖ Introduce your friends – support each other, it's often easier to promote others than yourself
- ❖ Stand “openly” to enable people to join the conversation
- ❖ Focus on open-ended questions to encourage back-and-forth
- ❖ Focus on positive questions and subjects
- ❖ Remember logistics: if there is food, take small bites, keep one hand free for handshakes, set a quantitative goal for meeting people so you don't stay with one person the entire time
- ❖ If you get someone's card, actually follow up after the event. You will distinguish yourself

# The Art of the Approach: Networking Questions

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1. How did you get your start?
2. What do you enjoy most about what you do?
3. What separates you from your competition?
4. What advice would you give someone just starting in this business?
5. What do you see as the coming trends in this business?
6. What are the 2 or 3 critical skills necessary to succeed in this business?

# The Art of Follow Up

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1. Send a thank you note
2. Send an article of interest
3. Give a results update
4. Wish holiday greetings
5. Congratulate
6. Make a referral or recommendation
7. Solve a business problem

# Networking Tracking Tool

NETWORKING LIST						
Name	Ranking*	Contact (email/phone)	Company	Last Contact	Next Steps	
*1=strong contact, 2=good contact, 3=distant or contact you must make						
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						

# Social Media and Networking

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- ❖ For LinkedIn, put a professional picture so people recognize you - makes it easier for people
- ❖ Use status updates to keep in touch. Acknowledge other people's updates to reconnect
- ❖ Replace boilerplate 'Connect' messages with exactly how you know them and why you're reaching out
- ❖ Use Groups to expand your network
- ❖ Use Facebook, Twitter, and other social networks outside of LinkedIn for multiple points of contact

# What is your most pressing question about Networking?

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## ***Six Step Job Search***

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1. Identify Your Target
2. Create A Compelling Marketing Campaign
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4. **Network** and Interview
5. Stay Motivated and Organized & Troubleshoot Your Job Search
6. Negotiate and Close the Offer

## Next Steps

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- ❖ Where do you need the most immediate support?
- ❖ What is one thing you will do **TODAY**?
- ❖ What is the one thing you will do **EVERY WEEK**? Without fail?
- ❖ Do you have a system to continue to reach out to your network and build your network with new people?





## STAY IN TOUCH

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