

Here are some skills and tips that will help you network successfully:

1. **IDENTIFY**- Make a list of the people you currently know through school, present or past work history, etc.
2. **EXPAND**- Increase who you know by reaching out in person or online
3. **PREPARE**- Practice your introduction and how you'll talk about your skills, academic, and professional goals
4. **MAINTAIN**- Keep your contacts active and continue to build new connections as you look for jobs

IDENTIFY YOUR NETWORK- *You might think your network is small right now, but you probably have more contacts than you realize. **There is an activity on page 4 that will help you identify contacts.***

Networking is about building relationships to make the most of career opportunities. Relationships can be used to gain career information, find job opportunities, and lead to professional mentors or role models throughout your career. At first, you will begin networking with people you already know and have a good relationship with. Think about contacts that are already in your circle: teachers, classmates, co-workers, community members, neighbors, friends, family, and South Seattle College (SSC) alumni. These individuals should be willing to help you gain information and job leads or introduce you to additional contacts. Most people have also had to network at one point in time so they probably understand the process you're going through.

EXPAND YOUR NETWORK- *Connect with more professionals in your field to establish new relationships. You can do this in person and online and your approach should match your industry.*

In person:

Informational Interviews

- Meeting with a professional for coffee or lunch or speak via phone
 - **See more about Informational Interviews on pages 5-6**

Join a student club or professional association

- Helps you get involved with special projects and meet employers
- Go online and search: "Professional Associations for _____" (type in your industry)
- Attend meetings or conferences they are hosting

Attend events, conferences, workshops

- Meet employers and collect business cards
- Learn new information about navigating the job market and job leads

Online:

LinkedIn

- Like Facebook but for professionals
- Connect with coworkers and join professional groups
- Chat with others and learn industry information; follow companies you would like to work for
- Learn about events or conferences taking place

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Blogs

- Find industry specific blogs
- Learn about current trends, industry information, and connect with other blogs/bloggers

Social Media: Facebook, Twitter, Meetup

- Chat with professionals or others with similar career interests

PREPARE TALKING POINTS- Practice a 15-30 second introduction that highlights your passion and relevant skills.

Audience <ul style="list-style-type: none">• Who are you speaking with?• What characteristics or qualities would they value in an employee or colleague?	
Value: Skills/Strengths <ul style="list-style-type: none">• What sets you apart from other candidates?• Which skills and strengths are worth mentioning (relevant to the job?)• How will these skills make you an asset to the company or team?	
Goals <ul style="list-style-type: none">• What skills do you hope to develop in this role?• What type of career are you seeking?	
Experience <ul style="list-style-type: none">• What is an example that shows these skills?	

MAINTAIN- *Below are a few ways to stay connected with your existing contacts and keep building strong connections as you look for jobs and grow in your career.*

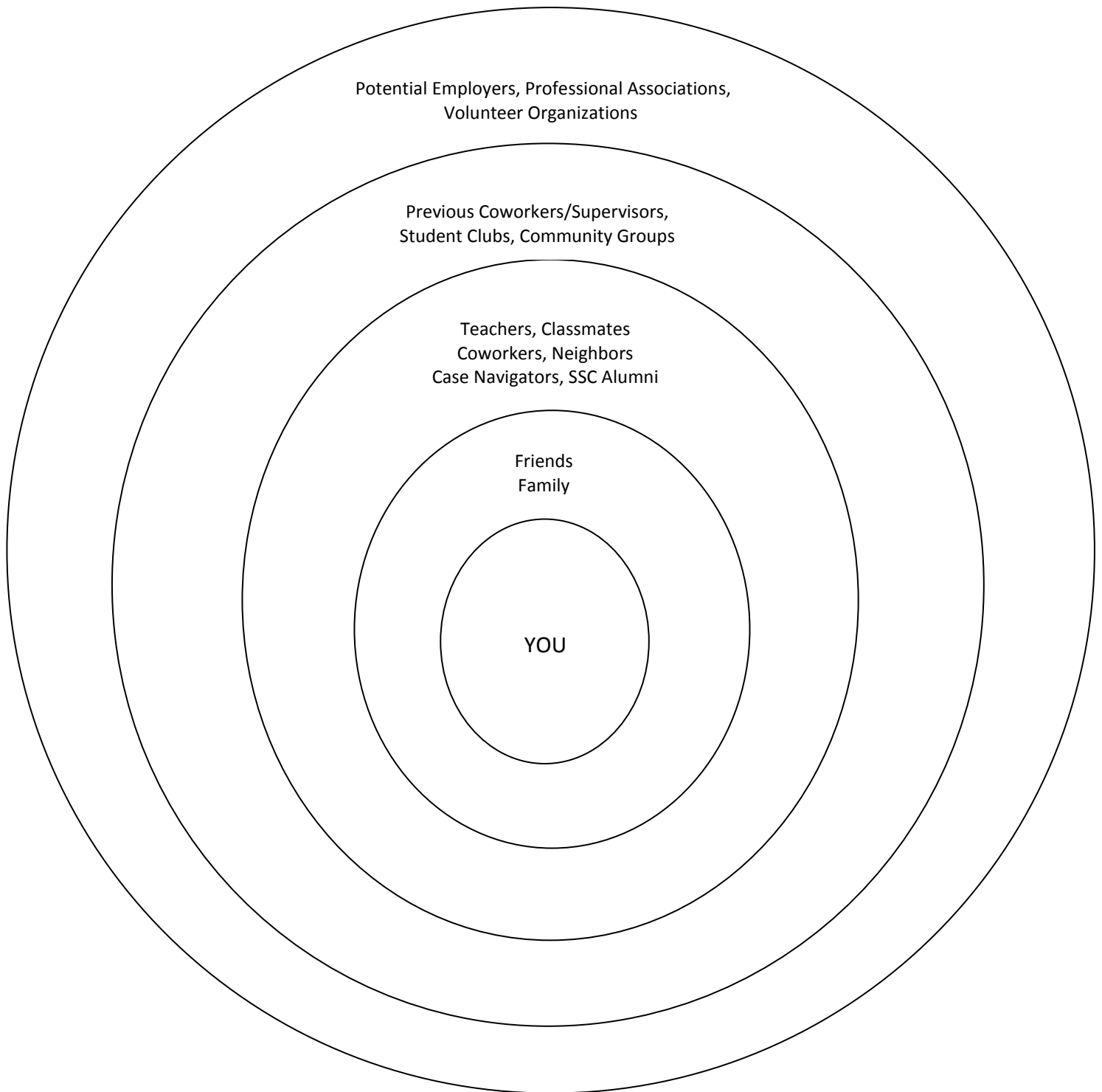
- Practice active listening- This might help you think of ways that someone could assist you that you may not have thought of before.
- Follow up and write a thank you note or email to let your contact know that s/he was helpful.
- Organize your contacts and keep a list of contact's names, phone, email, when you spoke, and key information you learned.
- Touch base with your contacts every 2-3 months (persistent but not annoying) by updating them on how the job search is going, articles they might find interesting, or say hello if you bump into him or her at a career event or conference. You might want to connect on LinkedIn.
- Do what you say you're going to do.
- Collect business cards and write notes on the backs of the cards to remind you of the conversation and follow up steps.
- Give back by being a mentor to someone! Help out others who could benefit from your knowledge!

Stick with it! Networking can take time.

Remain confident that with hard work and patience, something will come along!

NETWORKING

Networking Activity- Think of your network as a series of circles, with the people closest to you in the center and expanding from there. Write down names of people you think could be helpful in your job search.



INFORMATIONAL INTERVIEW

Informational Interviewing takes place when you speak with someone who currently works in the field you want to enter so you can get better understand an industry, career, or company. Informational Interviewing is also a great way to network and gain “inside” information to make the smartest career choices.

IDENTIFY- Find someone you’d like to interview using the activity from page 4 or meet with someone from the WorkSource Career Services at South Seattle College to find a contact!

CONTACT- Get in touch with the individual via phone or email to schedule a time to meet or speak.

When setting up and scheduling an informational interview, use the following tips:

- Give an introduction of who you are, state how you got his or her name, and explain why you are emailing or calling.
- Explain that you want to learn more about his or her position and want to meet or talk for about 15-20 minutes
 - a. Most employers who are busy can still spare 15-20 minutes of their time and if the conversation is going well, may extend the conversation so it’s longer.
 - b. Most people LOVE to talk about who they are and what they do and will be flattered that you want to hear from them.
- Let the person know that you are NOT looking for a job but just want to learn more about your industry.
- Determine whether calling or emailing would be most appropriate way to get in touch.

Phone Example:

“Hi, is this Kelly? My name is Johnny and I’m a Diesel student at South Seattle College. I got your name from my teacher, Jesse Ruiz. I was hoping I could stop by your shop sometime to talk about how you got into working at _____ and give me some tips on how I can enter the field once I graduate. Would you be willing to meet with me in the next two weeks?”

Email Example:

“Hello, Kelly! My name is Johnny and I’m a Pastry student at South Seattle College. Chef Smith told me to contact you because I’m exploring some different career options. Would you have time to meet with me for about 20 minutes to talk about how you got into Pastry Baking and a little bit about your company? I’d love to meet with you in the next couple weeks. I look forward to hearing from you.

Sincerely,

Johnny

PREPARE- *Prepare for the meeting in the way you would a job interview.*

Online Research

- Look at the company website and read about the organization, current services or projects
- Find out more about the individual you are interviewing using LinkedIn or social media sites

Clothing- *Your outfit contributes to the impression you'll make, although you can dress less formally than you would for a job interview. Here are some things to think about:*

- Is my outfit industry appropriate?
- Does my clothing look professional? Conservative enough?
- Are my clothes clean and unwrinkled?

Materials- *You should bring some materials with you to show that you're prepared.*

- Address of company and name of interviewer
- Copy of your resume
- Paper & pen/pencil

Prepare Questions- *You should go to your Informational Interview with 3-5 questions to ask the individual*

- How did you end up in this field?
- What does a typical work day look like and what do you like most/least about the work?
- What is a typical entry level wage in this field?
- What type of education/certification/training would you recommend to be successful in this job?
- What advice do you have as I look for jobs or internships in this field?
- What suggestions do you have for making my resume better?
- Who else should I get in touch with as I try to learn more about this industry?

Question	
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DO THE INFORMATIONAL INTERVIEW!

- Go prepared and arrive 5-10 minutes early if meeting in person or call at the agreed upon time if doing an informational interview via phone.
- Try to stick to the 15-20 minute interview time frame unless the contact suggests otherwise.
- Act genuinely interested and listen actively.
- Don't stress out if you don't ask every single one of your questions.
- Get contact information so you can write a thank you note or email afterwards.

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SAY THANKS- *Follow up with a thank you!*

- Send a thank you note to the person you interview, as well as the individual who connected you with the contact.
- Thank the person for his or her time and mention something memorable that was said in the interview.
- If you do get a job later, follow up with your contact and thank them for their advice.

Thank You Example:

Dear Kelly,

Thanks again for taking time to speak with me about Culinary jobs. I appreciated your advice on attending some events coming up and will keep you updated about my search. I've attached a copy of my resume like you asked. Thank you again and I look forward to staying in touch!

Sincerely,

Johnny

NETWORKING

CAREER FAIRS OR HIRING EVENTS

Career Fairs and Hiring Events are great ways to network, find out about job leads, and practice your interview skills!

IDENTIFY- *Think of industry specific events that are going on in your area using networking contacts from page 4 or meet with someone from the WorkSource Career Services at South Seattle College to find out about events near you!*

GATHER- *Find out more information about the event.*

- What is the date of the event? Do I need to RSVP?
 - Which companies will be attending?
 - Where is the event taking place?
 - What time does the event begin and end?
 - Which company representatives do I really want to speak with?
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PREPARE- *Get ready for the event.*

Online Research

- Research company websites and take some notes about the organization, current services or projects, and position openings using our **Job Search Packet**.

Clothing- *Your outfit contributes to the impression you'll make, although you can dress less formally than you would for a job interview. Here are some things to think about:*

- Is my outfit industry appropriate?
- Does my clothing look professional? Conservative enough?
- Are my clothes clean and unwrinkled?

Materials- *Below is a checklist of materials you should bring with you to show that you're prepared.*

- Address of the event
- Notes from your research
- 10 copies of your resume
- Paper & pen/pencil

Prepare Questions

- What type of education/certification/training would you recommend to be successful in this job?
- What characteristics does your ideal candidate have?

Question	
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ATTEND- *Go to the fair or event.*

- Plan on going to the event right when it opens so you have a chance to speak with every employer you were looking forward to meeting (some employers leave before the fair or event ends).
 - Walk around the room **once** to see where companies are set up and take note of which companies have people waiting in line.
 - Consider speaking with an employer you're NOT interested in working for to practice your introduction and calm your nerves.
 - Next, approach employers based on order of importance, room placement, and number of people waiting in line.
 - Begin each conversation with an introduction, handshake, smile, and by offering your resume.
 - Ask questions, listen actively, and take notes if you can.
 - Collect business cards and write notes on the backs of the cards to remind you of the conversation and follow up steps.
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SAY THANKS- *Follow up with a thank you!*

Send a thank you note to the representatives you spoke with and thank the person for his or her time. Mention something memorable that was said and attach another copy of your resume. If you were asked to complete an application online, do so and let the representative know that you filled out an application and look forward to hearing more.