

# TEN RULES OF NETWORKING FOR JOB SEARCH

## I. Do not ask for a job or assignment

In your network contacts (letters, emails, telephone calls) always state that you are interested in expanding your network and learning more about the dynamics of the contact's industry or geography. This is what every network contact can readily do to help. VERY few, almost none, will know of specific positions for you. If they do, they will surely mention it, so you do not need to ask. Do ask for 3-5 names of contacts that can help you expand your network. This is what they can do easily. Then ask for "warm" introductions. Also give "warm" intros.

Even with executive search people, you should talk in terms of industries of interest and broadly defined roles as next steps in your career – not specific titles. You are most likely to find a job through networking (70%), next come recruiters (20%), with online postings being last (10%)

## II. Always include/attach your bio

No one keeps your resume or bio on file, especially network contacts. Executive search people may do so, few do. All claim to have databases, but few of these work well, they are always out of date, and you should never depend on them. Every email should have your bio attached. Do not send a resume ahead unless you have to. It is better as a "leave behind" if you have a bio. Your resume file name should be: **doe john resume date.doc** which makes it easy to store, **find**, & forward.

## III. Update, update, update every 30-60 days

Network contacts and executive search people have many things at the top of their priority list and many more things in their mind. Your resume and search is rarely one of these. Therefore you must remind all participants in your network of your activities. Further, **brief** updates to your prime target contacts will create an image of professionalism because so few people do this. Articles, news, speeches are the best way to update – yours preferably, but others are OK. Each update creates another opportunity to connect with the role you seek. Stay in touch all your life. You will need your network again.

## IV. Use a list of target companies with all network contacts

A target list of companies is easy to put together. Group by relevant industry segments (e.g., 3 to 5 segments with 4 to 8 companies in each). Stress that these are just examples. This makes it easier for your network contacts to think of names in these companies or similar companies. The target list also provides a strong image of professionalism in your communications. Alternatively, provide a list of characteristics of the contacts that you want to add to your network – *make it easy for your network to help*. You do not know whom they know, so give them enough information to think of the most appropriate intros to make.

## V. "As you requested" starts all updates to executive search firms

Executive search firms receive several thousand emails per week. To get yours past the person sorting through them, address a specific person and use this phrase in your first sentence and underscore. They did ask you to keep them updated! When you are not interested in a position presented by an executive search person, ALWAYS provide the name

of five (5) contacts (including 1 or 2 possible candidates) to assist them. Ask if you can share the job with your network. This will definitely create a positive impression in the mind of the search executive.

## **VI. Track all contacts on spreadsheet (or CRM system) to trigger follow-up**

Use a spreadsheet or simple CRM system such as Outlook, ACT, Zoho, etc. with one line per contact -- include name, title, company, telephone number, email address, last follow-up date, next follow-up date, who gave you this name, and quality of this contact (a,b,c).

Use LinkedIn, or others to work out connections. Use LinkedIn, Google, Zoominfo, etc to research backgrounds. Before you talk to anyone, know something about them.

## **VII. Position yourself to the market as willing to relocate. Why?**

- 1 Contacts across country lead to opportunities in your backyard.
2. You can always say no – but “no desire to relocate” cannot be why. You look inflexible.
3. Few of all such contacts will result in offers, so don't worry about traveling all over.
4. **Who knows!!!** You may find the perfect position and reconsider relocation!

## **VIII. Track your leads to measure your performance**

Leads are people calling about a specific assignment or network contact discussing possibilities in their company. Use a spreadsheet to closely control your follow-up -- every 2 weeks. Your “hit rate” is a good measure of how your program is doing: 1 hit/2 wks = good, 1 hit/wk = very good and 2 hits/wk = excellent. You can also keep your “score” by tracking the number of new additions to your network each week – maintain a chart/graph of both measures. Adding 25 contacts per week is a good level to achieve and exceed.

## **IX. In conversations keep responses brief/specific, get into “consulting mode”**

Have a “2 minute drill” response to “tell me about yourself.” Answer all questions in brief, let your interviewer ask for more. But never leave a response at “yes” or “no.” As your interviewer seems to be “winding down” his/her questions, ask about the issues their company faces and how they are being approached – i.e., get into the consulting mode.

Showing empathy for and curiosity about the company's issues is always intriguing to your interviewer. Few people do this, so you will set yourself apart from the other candidates. But, don't offer simple, quick solutions, lest you appear naïve or even insulting.

Who knows, maybe you will be offered a brief consulting assignment to assist. If so, DO IT!

## **X. Always have a positive attitude and always offer to help**

Always have positive views of your departures from prior employers – never comment on negative personalities. Identify positive reasons for your network program and potential outcomes. Convey a positive attitude throughout your interview. Employers will be glad to see someone with a positive outlook, especially from someone they likely expect to have negative feelings. Don't talk down to the contact. Finally, at the end of your discussion, phone call, or network email, always offer to assist in any way possible. When they call, do help! So many people do not follow through. Stand out by doing so and work at it.