Network, Network, Network

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The Focus of your networking activities is to get to hiring managers!
The Focus of your networking activities is to meet hiring managers face-to-face!
Your Goal: To have a minimum of 5 conversations a day that involve discussing your qualifications for an opportunity.
We’ll Concentrate on 2 Ways to Network:

- In Person
- Using the ‘Net
Networking Targets

- People in the target industry, companies, and profession.
- Colleagues, friends, and family.
- Cashiers at the grocery store.
- Your hairdresser.
- Pretty much anybody.
How Do You Start Networking?

• Use your professional marketing plan as a guide.
• Practice your Elevator Speech until it’s perfect. Be Ready!
• Build contacts in your “everyday life”.
• Build your own contacts through research, then networking.
• Join key Social Networking groups to build contacts in target industries, companies, and professions.
Build Contacts in Your “Everyday Life”.
Building Your Network in Person—Start at Home

• Call your friends, relatives, and previous co-workers and let them know you’re “in the market.”
  ❖ Look for ideas.
  ❖ Ask for referrals.
  ❖ See if they would be personal or professional references later.
• Keep them informed periodically throughout the search.
Building Your Network Through Research and Referrals

• Connect with target company insiders.
• If possible, let them know you were referred
  ❖ Sometimes an admin referred you.
  ❖ Sometimes an unknown insider referred you.
  ❖ It’s best if the new contact actually knows the person who referred you.
• Keep those who assist informed periodically throughout the search...they may be willing to give you new information each time you contact them. Reciprocate!

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Building Your Network Through Research and Referrals

• Referral Source – Who sent you?
• Summarize your message – Elevator Speech +
• Marketing Plan – Discuss Your Plan.
• Ask Questions – Ask questions and gather information.
• Referrals – Ask for referrals.
• Trade Information – Based upon meeting, offer information.
Social networking sites: Maximizing their benefit
Advantages of Social Networking Sites

• No phone or face-to-face meetings: Quick and easy for the bashful.
• Exponential networking very possible.
• Helps organize your contacts.
• Frequently does not require an initial introduction.
Disadvantages of Social Networking Sites

• No phone or face-to-face meetings.

Very low probability of getting the job without meeting the hiring manager face-to-face.
The most effective professional social networking site is LinkedIn.

LinkedIn combined with Google (not a social networking site) is the most effective way to support your job search.

Other popular social networking sites: Facebook, Twitter, Meetup, and MySpace.
What is Linkedin® (www.linkedin.com)?

- An online networking tool/resource for business professionals.
- Most resources are free.
- Premium features available for a price.
- Recruiters and employers search for qualified candidates in LinkedIn.
Getting Started with LinkedIn
The Minimums

• Go to the website and create a login using an authentic email and a password.
• You must confirm through a message in your Email mailbox, so make it real!
Typical Linkedin Home Page—Create a Profile

• Now your basic profile is complete, but this is *always* a work in process...
Typical Linkedin Home Page—Create a Profile

- As you build your network, study the profiles of those you consider “role models,” and emulate in your own way.
- Request recommendations from those in your network. Recommendations end-up in your profile.
- Search for candidates for your network, and ask to be introduced by connections - or – send your own invitation.
- Now your basic profile is complete, but this is always a work in process...
It’s Time to Send Your First Invitations

• Invite an essentially unlimited number of connections, 500 at a time.
• Start with the people that you know...