

Eight Tips for Building Your Network (for Recruitment & Employment)

1. Motivation is a crucial ingredient in effective networking
2. Networking is helping people
3. Networking is showing how your programs or graduates can add value
4. Networking is showing gratitude
5. Networking is keeping good data on the people you meet
6. Networking is meeting more people
7. Networking is time consuming, so be selective about who you network with
8. Networking is figuring out who knows whom

Tip #1: Motivation is a crucial ingredient in effective networking

- You don't have to be an extrovert to network.
- You do need to be motivated to develop relationships with people.
- You do need motivation to succeed and a sincere desire to help people.

Tip #2: Networking is helping people

- Giving often precedes receiving in networking.
- In varying circumstances, information, introductions, assistance, references, and ideas are just some of the kinds of help you can provide.
- If you need to verify what a contact considers helpful, simply ask. The key is to keep asking yourself: "How can I help this person?" rather than "How can this person help me?"

Tip #3: Networking is showing how your programs (or graduates) can add value

- Will incorporating your programs (or graduates) help a contact differentiate his career (or business) from that of a competitor? Show him how!
- Whenever possible, position your programs (or graduates) in a way that shows their value, not just to the prospect, but also to your network!

Tip #4: Networking is showing gratitude

- When someone helps you, show your appreciation. Call! Write!
- Networking requires appreciation and recognition.

Tip #5: Networking is keeping good data on the people you meet

- A contact list is the fundamental tool of networking (Now we have LinkedIn).
- Get all your contacts on your list and add news ones as you make them.
- The people you know are an asset.
- The first step is to figure out who you already know who might be a valuable contact. Where to start:
 - Old bosses and co-workers
 - Stacks of old business cards

- School alumni directories
- Colleagues
- Professional association directories
- Others associated with your school or business
- Friends and family

Tip #6: Networking is meeting more people

- Set a goal of new people you will meet and add to your network over the next year.
- The number you commit to should be one you believe you can achieve, but you will have to stretch to do it.
- If you meet your goal too quickly, make it higher.
- Here are some ways to meet new people:
 - Get to know the people you work with.
 - Attend association meetings.
 - Give presentations.
 - Ask satisfied clients (students/employers) for a referral.
 - Ask a connector for introductions.
 - Join a group (participating in any kind of group can help).
 - Conduct a survey (provides a reason to contact people you don't know well).
 - Make cold calls.
 - Talk to people on airplanes.
 - Host an event.

Tip #7: Networking is time consuming, so be selective about who you network with

- You cannot build a network without spending time doing it.
- Effective networking requires consistent effort; trust cannot be developed in a week.
- Nurture your connections with regular contact.
- Schedule time for networking (including LinkedIn).
- Keep track of your contacts and set reminders.
- Your time is valuable, so focus on developing relationships with the greatest potential for mutual benefit.

Tip #8: Networking is figuring out who knows whom

- When you don't know anyone inside, a friend of a friend can get you in the door.
- Figure out who you know who might be connected with the person you want to meet.

Adapted from the book Rain Making: Attract New Clients No Matter What Your Field, 2nd Edition, by Ford Harding

This workforce solution is 100% funded by an \$11.7m grant awarded by the U.S. Department of Labor's Employment and Training Administration. The solution was created by the grantee and does not necessarily reflect the official position of the U.S. Department of Labor. The Department of Labor makes no guarantees, warranties, or assurances of any kind, express or implied, with respect to such information, including any information on linked sites and including, but not limited to, accuracy of the information or its completeness, timeliness, usefulness, adequacy, continued availability or ownership.