

# NETWORKING YOUR WAY TO A JOB

**Networking is the development and maintenance of mutually valuable relationships.**

Many times, networking is used to cultivate employment or business opportunities. In fact, 78% of UCR students obtained their first job after graduation through networking. Start building important relationships now, and network your way to a job.

## The Truth About Networking

- It's about developing meaningful relationships.
- It starts way before you need a job.
- It isn't always about knowing the rich and powerful.
- It isn't just about what you know, but whom you know – and more importantly, who knows you.
- It's how most people get jobs.

## Networking Do's

- Be genuine and authentic while building trust and relationships.
- Develop goals for each networking meeting.
- Do your research.
- Visit groups that spark your interest.
- Hold volunteer positions.
- Ask open-ended questions.
- Develop a reputation for being a valuable resource.
- Articulate what you are looking for and what you do.
- Follow through quickly and efficiently on referrals.
- Understand the needs of the people with whom you are networking, offer some value to them.
- Try to contact one person a day.
- Go beyond your industry.
- Prepare a 30-second pitch.

## Misconceptions of Networking

- It's just using people.
- It's for people who already have "connections."
- It's fake.
- You only need it if you're going into business.
- I'm smart – I don't need to network.

## Networking Conversation Starters

- How did you get into your profession?
- What is a typical day like for you?
- How would you describe the corporate culture?
- What skills are required in your position on a day-to-day basis?
- What is unique about your company?
- What advice do you have for someone looking to get into your field of work?

## Networking Don'ts

- Demonstrate a lack of action.
- Be too informal too soon.
- Lack focus.
- Practice G.A.P.S. (Gum, Alcohol, Perfume, Smoke).
- Ask for too much.
- Demonstrate a lack of follow-through.
- Forget to have fun.



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## Your 30-Second Pitch

Your 30-second “pitch” is what you say to introduce yourself to a potential employer or networking contact. It should reveal:

- Who you are
- Your major
- What kind of job or opportunity you are looking for
- Why you are interested in contacting the employer/organization

### EXAMPLE OF WHAT TO SAY TO INITIATE AN INFORMATIONAL INTERVIEW:

*“Hello, my name is John. I was referred to you by the Career Center. I am a third-year business major, and am interested in learning more about the accounting field. I wondered if you would have a moment to talk with me about what you do and the field in general?”*

### EXAMPLE OF WHAT TO SAY TO INITIATE A CONVERSATION WITH AN EMPLOYER AT A CAREER FAIR:

*“Hello, my name is Fran. I’m currently a senior working toward a degree in Sociology. I saw on your website that (name of organization) has a sales and marketing training program. I became interested in marketing while working on the recruitment committee for my student organization. I’m wondering if you could tell me more about the qualifications and skills you are seeking for the training program?”*

What will your 30-second pitch be? Construct it now so you’re ready.

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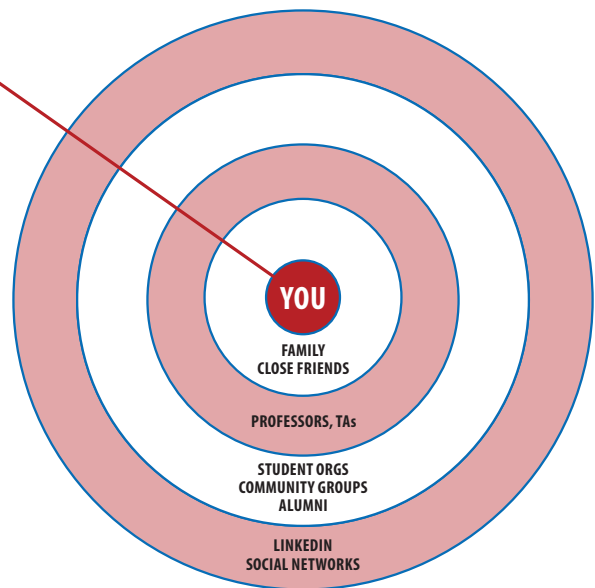
## Your Job Search Network

This graphic will help you identify potential contacts in your “circle.”

Each circle represents individuals or groups of people with whom you are directly or indirectly connected. Within these circles you may find people who can provide you with advice and guidance regarding your career goals.

List three people you can contact tomorrow to discuss your career goals:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_



This information is accurate and reliable as of the date of publication, but may change without notice. Please contact the Career Center for the most up-to-date information. (09/18)