



Career Services

"Your journey to career success begins here..."

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GUIDE TO NETWORKING

Network your way to your Dream Job

Networking is the best way to connect your cover letter and resume to your dream job. What's networking? It is a focused way of developing and building a group of contacts; people who can provide career information that can lead to a new or better job. It can include advice, recommendations, or actually being hired. Each person you meet and have contact with brings you one step closer to getting the job you want.

I hear people talk about networking...does it really work?

YES! Here is some evidence that links effective networking with getting a job:

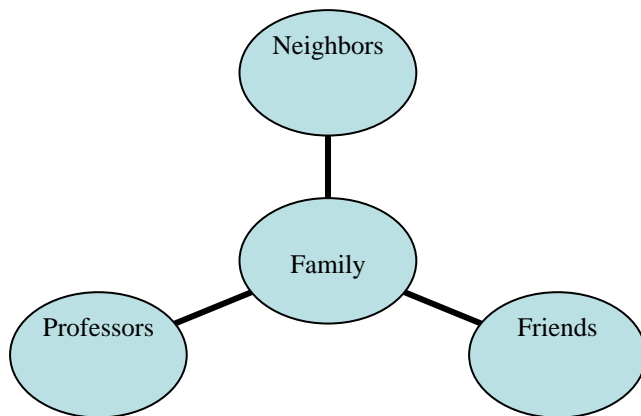
The Wall Street Journal recently reported that 94 percent of successful job hunters claimed that networking had made all the difference for them.

Sixty to 90 percent of jobs are found informally - mainly through friends, relatives, and direct contacts. The U.S. Department of Labor reports that 63.4 percent of all workers use informal job finding methods.

Mark S. Granovetter, a Harvard sociologist, reported to Forbes magazine that "informal contacts" account for almost 75 percent of all successful job searches. Agencies find nine percent of new jobs for professional and technical people, and advertisements yield another 10 percent or so.

Who should I network with?

Anyone who you think will be helpful with your job search! Start with people you know and feel comfortable with...family and friends. Then, find out who they know in the field you are looking to break into.



This is a good place to start...but keep in mind that you can network with just about anyone. The more contacts you have, the more information you can gather about potential career paths and job leads.

Other people to network with:

- Alumni
- Employers
- Co-workers
- People already in the field
- Siblings' friends
- Parents' friends
- Parents of friends

Be creative...the possibilities are endless!

Remember...

- For the most part, people are eager to help others who are starting off their careers.
- People like to talk about themselves and their career path...when in doubt, ask about how that person got started in their field, what their job is like, what they like best about working at a particular company, etc.
- Sometimes it really is about who you know!

What do I say?

Networking doesn't have to be stressful or intimidating if you know what to say. We suggest developing a "30 second commercial" about yourself to start off a conversation. Think of your commercial as being 2 or 3 sentences about who you are, your professional experience, and future goals. You don't want to sound overly mechanical or rehearsed, but practice your commercial out loud to be sure you feel comfortable and confident.

30 Second Commercial Example:

"Hello. I'm Mark Jones, a junior majoring in English at Gwynedd-Mercy College. For the past year I have worked on the student newspaper staff and recently got my own sports column. I am interested in writing for the sports section of a newspaper after graduation, but in the meantime, I'm looking for a journalism internship..."

Email Contact Example:

"Hi. My name is Katie Student and I am a business major at Gwynedd-Mercy College. I got your name and email address from family friend, Mrs. Jane Smith. Mrs. Smith informed me that you are an event planner at Cool Company. I am very interested in event planning and I was wondering if you had time to speak with me about your position..."

Remember...

- Be friendly, polite, and professional. Even though a potential contact may be a friend of a friend, always be professional in emails, phone calls, and in conversation.
- Be sure to follow up with contacts promptly. If you are given the name of someone to contact...email or call them.
- Be thankful. Send thank-you notes or emails to those who have helped you develop your network.
- Come to Career Services for more help!

Networking Web Resources

http://www.quintcareers.com/Internet_Networking/

<http://career.berkeley.edu/Article/021011b.stm>

<http://rileyguide.com/nettips.html>

<http://online.wsj.com/public/page/news-career-jobs.html>

