



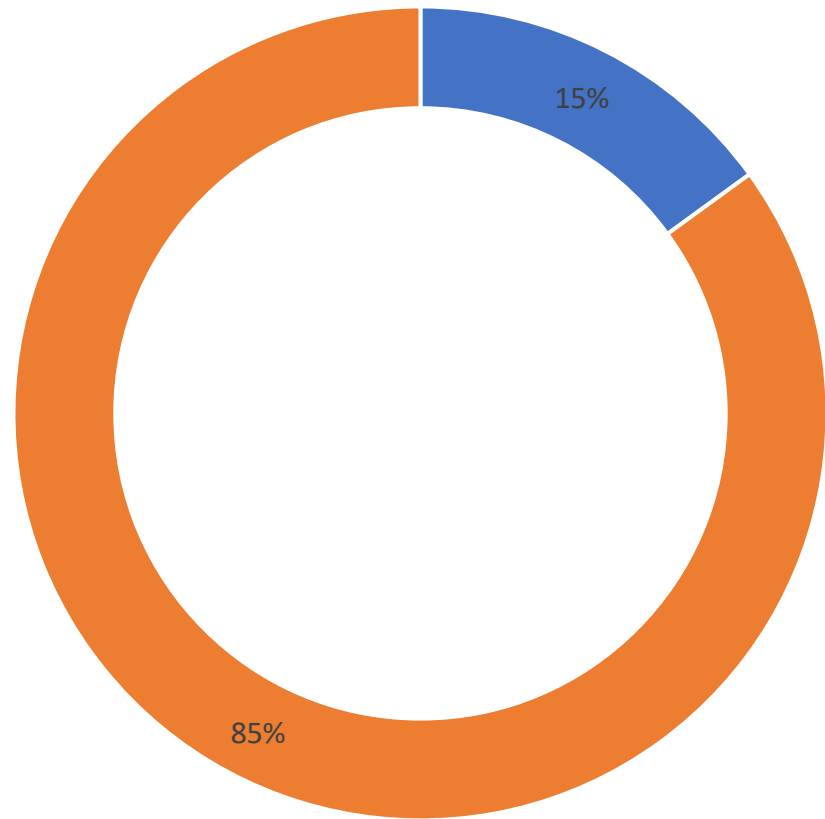
Networking: The Basics



What is Networking?

Networking is the process of getting other people to help you find employment. The people in your network can help give you new leads for potential employers.

Job Search



■ Responding to Job Ads

■ Networking

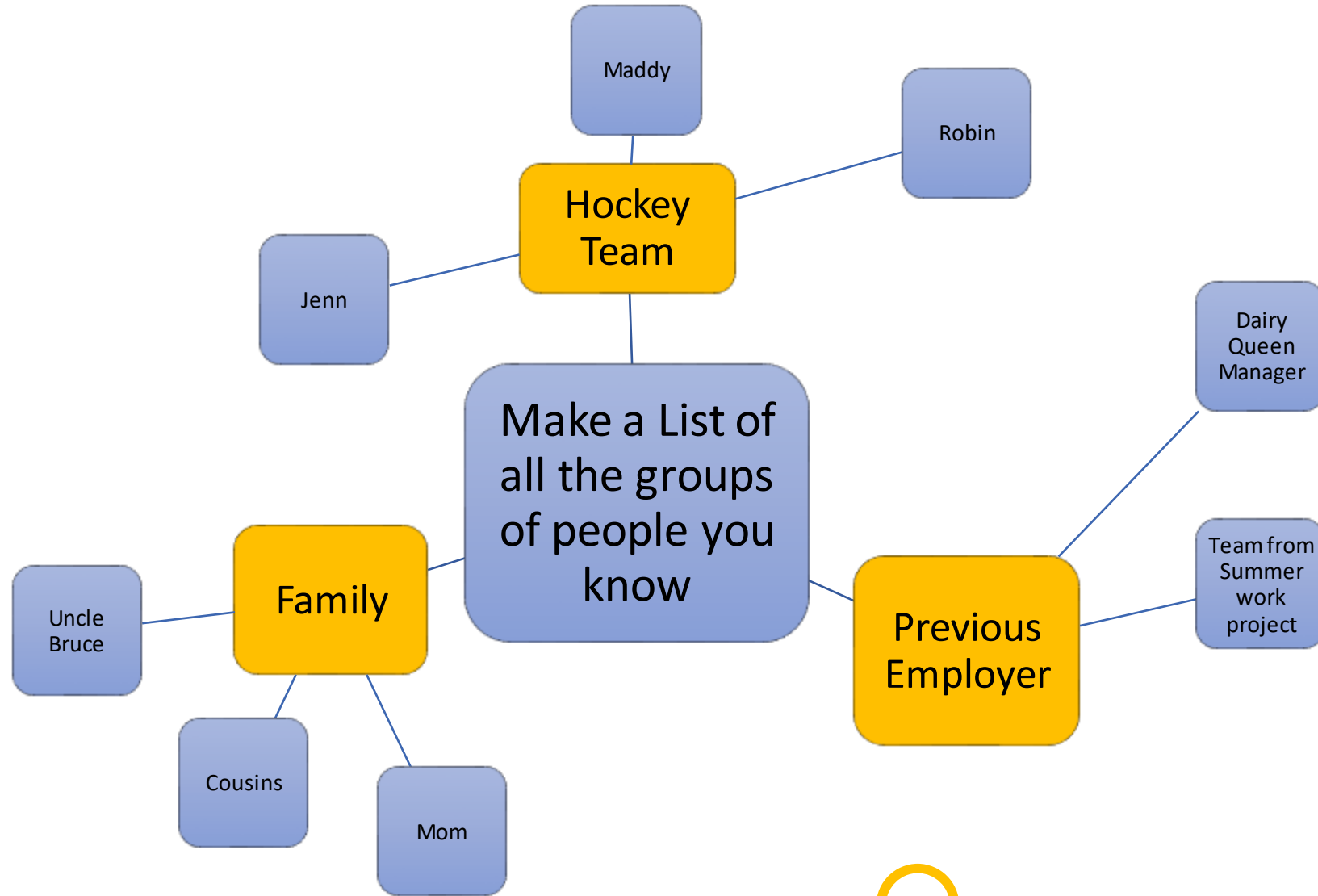


What are some sources for job leads?


A hand holding a smartphone displaying a food menu, with a bowl of soup in the foreground.

Sources of Job Leads

- Job Search Sites
- Newspaper
- Chamber of Commerce
- Friends
- Family
- Past Employers
- Groups and Associations
- Social Media



Start creating your list of warm contacts. Find new leads with information they give you



Networking: The Essentials

- **Business Card:** Like a mini resume to highlight top skills! (shown on next slide)
- **Sales Pitch**

Maggie MacDonald

mmacdonald@myemailaddress.com

(902)555-5555

BA Student with Major in Psychology. Seeking opportunity in Business Development Role in Sydney, NS.

- Awarded Student Innovator of the Year
- Dean's List 3 years in a row

30 Second Sales Pitch

- The goal is to professionally introduce yourself and build your network of contacts
- You would not ask for a job or an informational meeting in this setting





Informational Meeting

Why?

- To learn more about an organization or industry and what you need to do to potentially be a part of it in the future
- To learn first-hand from a professional and gain a new contact
- Shows that you are genuinely interested in the career path/organization
- Your resume will likely be at the top of the pile as a familiar name if they hire in the future

How?

- Check out the employer's website, social media and news articles. Come up with 10-15 questions that you are genuinely curious about.
- Ask for a 10-15 minute meeting via a phone call or over email



What are some questions you can ask at an informational meeting?

Cold Contact

File **Message** Insert Options Format Text Review Help Tell me what you want to do

Paste Cut Copy Format Painter Clipboard

Calibri (Body) 11 A[^] A^v Bullets Numbering Indentation

B *I* U Highlight Background Color Text Color Paragraph Styles

Address Book Check Names Attach File Attach Item Signature Assign Policy Follow Up High Importance Low Importance Dictate View Templates My Templates

Send

From

To jbaker@amscommunications.ca

Cc

Subject

Dr Mrs. Marshall,

I am a recent graduate from the University of Cape Breton with a major in Business Administration. Being new to the labour market, I am researching local businesses to learn about opportunities to begin my professional career. After reviewing your website, I was very impressed with the high level of philanthropy and community involvement.

I would very much appreciate 10-15 minutes of your time to learn more about AMS Communications. I realize you are not currently advertising a job opening, so this meeting would strictly be to learn more about the organization and to discover if my skills, ability, and personality would fall in line with your company culture.

I will follow up in a week to see if this is a possibility.

Thank you in advance for your time,

Jane Doe

Warm Contact

Simply add this line to your email...

“Josh Winter suggested that I contact you.”



Use one of your new leads and generate a contact script/email

When you go to your Informational Interview

Remember.....

- Bring updated resume. Don't have it off right away. Give it to them at end of meeting for reference (contact details)
- Bring a notepad and a piece of paper with you to jot-down notes as they answer your questions (not like a traditional interview)
- Stick to time you originally asked for:

"Looks like I've taken 15 minutes of your time, I appreciate the time you took with me today". More likely than not, they will be happy to speak longer. But always acknowledge when you've reached time limit you set

- Start the conversation. Don't expect them to lead the meeting if you were the one who initiated it
- Prepare questions that you are genuinely curious about
- Don't ask for a job or state that as the purpose of the meeting
- Ask them for contacts that they should reach out to for more information
- Send a thank you letter in the **mail**. Send a thank you email the next day as well, but an actual card in the mail sets you apart
- Follow through and do what you said you were going to, when you said you would do it

