

Step by Step Guide to

# Networking

To new opportunities

What's the secret to using your network?

You just have to ask



## 1 Divide your contacts into 4 groups

- 1-Close friends, colleagues, mentors
- 2-People you were close with but lost touch
- 3-People you don't know well
- 4-People you'd like to meet



## 2 Identify your needs

**Make a specific request to get specific help**

- Names of recruiters
- Introductions to contacts
- Job hunting / Resume / Interview advice
- Potential investors for a new venture



## 3 Start with people you know best

**Get traction and build confidence.**

*"Joan, I'm getting ready to look for a new job and I need some help. Do you have any recruiters you could refer me to?"*



## 4 Reach out to people you've lost touch with

**Rekindle the relationship. Then ask for help.**

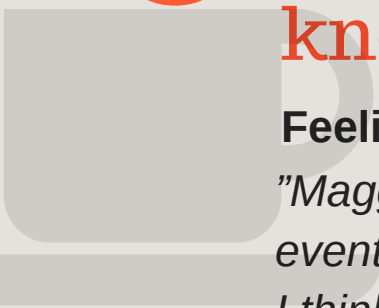
*"Greg, how are you? I made a resolution to be more connected, and wanted to see what you were up to. I'm still at Smith Bros Accounting Firm. I'd love an update."*



## 5 Expand to people you don't know well, and ask to meet

**Feeling confident? Time to broaden your reach.**

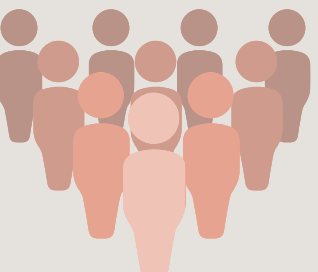
*"Maggie, we met as panelists at the annual networking event. I would love to connect and hear what you're up to. I think we may have some opportunities to join forces"*



## 6 Use branding by association

**Use your connections to get introduced to people or businesses you don't know.**

*"Rick, I know you're friends with Tom. I'd really like to meet him and see if there are any opportunities to at his firm. Will you make an email introduction for me?"*



## 7 Cold connect

**Do research and then reach out.**

*"Susan, I've been reading some of your most recent posts on LinkedIn. You just wrote a piece on networking that was really provocative. Would you have time for a talk? It looks like we have a lot in common."*



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