

Your Networking Plan

**Describe your career goal(s):** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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List your 10 most powerful networking contacts:

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| --- | --- |
| **Contacts** | **What have you done for them lately?** |
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List 5+ knowledgeable AND helpful networking contacts:

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| --- | --- |
| **Contacts** | **What have you done for them lately?** |
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Recommended books:

* *Little Black Book of Connections* by Jeffrey Gitomer
* *How to Win Friends and Influence People* by Dale Carnegie
* *How to Win Friends and Influence People in the Digital Age* by Dale Carnegie & Associates

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Goals for Power Networking

**AIR**

* Advice
* Information
* Referrals

**The 3 R’s**

* Research
* Reciprocate
* Relationship building

**5 SECRETS OF POWER NETWORKING**

1. Think Strategically.
2. Be Brave.
3. Polish Your Tools.
4. Build Relationships.
5. Help Others.

**HOW TO NETWORK**

**Ask for a Meeting**

**People you know**

Hi (Joe). I’m calling to ask for a little advice . . . I’m in the job market and looking to build my network. Could I have maybe 15-20 minutes to help gather info about the job market that will help me move forward with my job search?

**People you don’t know**

**Use a warm referral to bridge.**

Hello (Allison). My name is \_\_\_\_\_\_. Our mutual friend \_\_\_\_\_ recommended I talk with you as someone who might be willing to share some of your insights and experience with me on my job search.

**Prepare for the Meeting**

Find out person’s background, profession, company, industry, professional associations, etc.

**During the Meeting**

1. State the purpose of the meeting.
2. Establish a common interest/reference.
3. Ask 3-4 prepared questions.
4. Exchange information. Get more names and/or resume feedback.
5. Practice elevator speech and get advice.
6. Stick to the amount of time you requested.
7. Agree on follow-up. (Is it ok if I stay in contact? How best?)
8. Summarize and close.
9. Do NOT ask for a job. Really!

Craft Your Elevator Pitch

1. **What value do you provide?**  
   *Example:* I develop integrated communications programs that help customers, investors, employees and others understand and support company initiatives.
2. **How do you provide this value?**  
   *Example:* Today, your customers check multiple sources to stay informed. I research each audience well to make sure targeted messages are delivered effectively on their favorite media, like Facebook, a newspaper, online news feed.
3. **What is unique about your offer?**  
   *Example:* I tailor each message so it feels personal, believable and relevant. For example, when launching a new product, I describe it differently to dealers who care about profitability compared to customers who want it to solve a problem.
4. **Call to action.**  
   *Example:* Tell me your biggest communications challenge and let’s develop a solution together.

*Prepared by Dianne Digianantonio, 2017*