

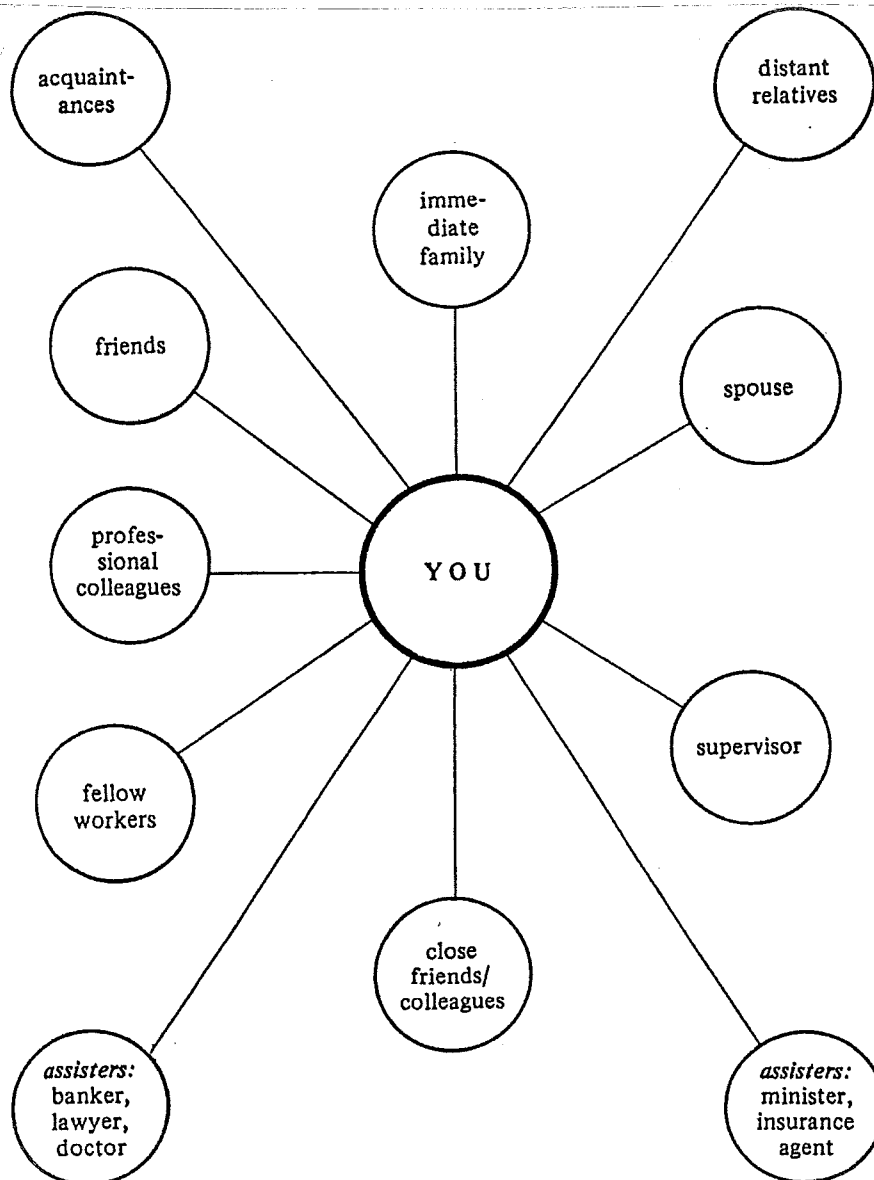
Networking

The single most critical skill to be successful in this industry is effective networking. Networking is not something that you turn on and off at times of a job search, rather it is an ongoing process for keeping vital and active in the industry. Your personal & professional network is always value, but even more so at the time of a job search.

Networks are defined as:

1. A relationship that involved an exchange of information for the mutual benefit of the two people involved
2. A series of links between people that are stored in an organized way simply because the connection is of value
3. An intentional approach to seek members who can compliment your skills, training and expertise
4. An ongoing, intentional, permanent part of your career path
5. A dynamic entity that requires constant support, but provide frequent rewards

If being in the right place at the right time with the right skills is essential to a successful job search, then your Network allows you to be in multiple places at multiple times in the minds of individuals who are aware of your skills!



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10 Critical Rules of Networking*

1. Be open-minded – you never know when opportunity will strike.
2. Be prepared – know what you want to both give and get with each exchange.
3. Treat those in your network as equals.
 - a. Make referrals
 - b. Be a resource for others in your network
4. Organize and keep up with your network.
5. Don't be afraid to engage people in conversation.
 - a. What are you currently working on?
 - b. What was your last show?
 - c. What is your next show?
 - d. How is the _____ going for you?
6. Put yourself out there.
 - a. Conferences
 - b. Seminars
 - c. Workshops
 - d. Professional organizations
7. Keep in touch.
 - a. Letters
 - b. E-mail
 - c. Phone calls
 - d. Cards
8. Always say Thank You!
9. Set realistic and achievable goals.
 - a. In the next 12 months I will establish relationships with five new social contacts, three new supplier sources, two competitors, and one industry luminary.
10. Be committed and determined to do whatever it takes.

Think of your network as your personal community of dynamic contacts. Your network can open up a world of opportunities for you!

* Adapted from *Is your "Net" working?* Boe & Young