

# Networking

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# What is Networking?

- Ability to connect with people
- Creating connections before they are needed
- Knowing who to go to for expertise
- Connect with people outside of company
- Create a **Grapevine**: informal source of company information, informal conversations

# Networking Tips

1. Introductions
2. Follow up
3. Acceptance
4. Clear and compelling story

# #1: Interesting Introductions

- Don't be boring when talking about yourself

- Delay job talk

  - family, friends, hobbies--helps build trust

- Get personal with your introductions--helps find common interests, become memorable

**Good introduction:** *I've been in marketing for a few years now—consumer products, luxury, and now retail—specializing in social media...*

Or: Say a reason why you feel connected to your job and why you enjoy it

**Better Introduction:** *In high school I ran a Twitter account for a local band and loved using the platform so, being in marketing and getting to use social media is the perfect combination.*

# #2 The Follow Up

Write an email that encourages a response

State your interest in the company

Make a connection or ask a question

Thank you!

24 - 48 hours after the initial meeting

# Email Example

Hi Louisa,

Thank you again for your time today, I really enjoyed learning more about your experience at [Company Name] and how you achieved [milestone discussed]. I've dreamt of working on such a lean team surrounded by incredible people like yourself since my freshman year entrepreneurship class [topic discussed]. I really admire what you do and believe in your product, and I would love to prove to you and the team that I'm a great fit for the role.

To give you a sneak peak, I've attached my resume, cover letter, and a presentation that I worked on for my marketing class last semester. Additionally here is a link to my website and a few other projects I've been working on. I hope these give you an idea of the quality of work I product, and please let me know if you have any questions or need anything else on my end.

Thanks again chatting today, and I look forward to hearing from you!

 Send Now



# Motives and Acceptance

Not everyone is going to like you

Is that a bad thing?

Never “expect” things

What is your motive?

Am I imposing?

Types of Networking

# Clear and Compelling Story

Be prepared, be clear, be concise yet add important details

Go to events to tell story

Establish credibility

Gain the interest of the audience

Good pace/breathing

Eye contact good

Passion in your story



# Networking on SJU Campus

Career Fair

Walk with a Hawk

Joining on-campus organizations for majors

Career Development Center-[sju.edu/careers](http://sju.edu/careers)

# LinkedIn

Business social network

Add skills, resume, experience, extracurriculars

Connect to other people of business