

DEVELOPING YOUR NETWORK

Previously, on Outcomes

- 1.) Make or clone my about-me repo, and edit the readme to include:**
- 2.) What you did before GA, What kind of support you'd like from Outcomes, Your Day 1 Goals**
- 2.) Link to your LinkedIn Profile**
- 3.) What kind of company you'd like to work for (i.e. Agency, Startup, etc)**
- 4.) What kind of role you're leaning towards (i.e. Frontend, Backend, etc)**

RECAP: PERSONAL BRANDING

PRACTICE!

The perfect place to practice advertising your personal brand is at a networking event. You can repeatedly introduce yourself, using some of your personal branding summary/pitch.

Let's Practice!



WHY BUILD A NETWORK?



NETWORKING ADVANTAGES

- Best way to find a job with people you really like
- Posted jobs draw too many applicants (250 apps average)
- Many jobs are filled before they're posted (up to 80% never posted)

NETWORKING CHALLENGES

- Having to talk to strangers
- Having to brag about yourself to strangers
- May be turned down after bragging about yourself to a stranger
- Might knock things off of a display table while being turned down after bragging about yourself to a stranger

**JUST LIKE PROGRAMMING,
YOU WILL GET BETTER THE
MORE YOU FAIL**

HOW TO GET STARTED FAILING

- **The sooner you start meeting people + becoming a familiar face, the better.**
 - **Built In Colorado**
 - **Startup Denver**
 - **meetup.com**
 - **more in outcomes repo**

NETWORKING EVENTS




BUILDING STRONG RELATIONSHIPS:

1: VISIBILITY

2: CREDIBILITY

3: OPPORTUNITY



**REALITY:
YOU ARE ALWAYS NETWORKING**

HOW DO YOU TALK TO STRANGERS?

Fact: People love to talk about themselves, and what they're passionate about. Frame your questions around a general interest in them.

- What do you do?
- How did you get started doing that?
- What kinds of languages/environments do you work with?
- Do you like it?
- What do you WANT to be doing?
- Learn anything cool recently?
- Deal with anything lately you think is a waste of time?
- Got any advice for someone new to _____ ? (could be the industry, a language, a framework, etc.)

Becca's guide to less direct ways to network:

- “I cannot stop eating these cookies - have you tried them?!”
- “OMG. I can't believe how underdressed I am for this.”
- “So, on a scale of 1 to Undrinkable, how terrible is the Chardonay?”
- “I'll be honest, the only person I know here is the bartender, and I just met him two minutes ago . . . Do you mind if I introduce myself?”

MAINTAINING THE NETWORK

- Don't wait until you need something!
- Email, call, get coffee/ lunch/ rock climbing (or any other common interest!)
- Remember birthdays, favorite sports teams, important personal info
- Ask for updates – promotions, new jobs, blogs, etc
- Congratulate them on significant events
- ^^^ Within reason. Don't be a stalker.

WHAT QUESTIONS CAN YOU ASK?

LET'S PRACTICE!

**PRETEND BECCA IS SOMEONE YOU WANT TO
CONNECT WITH**

Strike up a conversation with her, then close by getting my contact info

BUILDING YOUR DIGITAL NETWORK

I.E. Talking to strangers on the internet

Same rules as before - people love to talk about themselves, and what they're passionate about. IRL interaction techniques generally work just as well online.

- Be brief - don't write a stranger a long, serial-killer email
- Be nice/complimentary
- Trail with a question - this implies that you desire a response
- Try to tailor your message to a recent tweet/article/event to ground it
- Don't ask for anything besides information or an introduction. Asking for a job or something that requires significant work on their end will come several messages down the line.
- Thank them for their time

Introduction

- 1) My name is ____ and I'm studying full stack web development at General Assembly in Denver.

Connection

- 2) I'm getting up to speed with the development scene in Denver, and I saw that you work at _____.

Specific Interest

- 3) I'd love to learn more about your role, and what it's like to be a developer at _____.

Call To Action

- 4) Do you have 15 minutes next week to grab coffee and chat?

WHO ELSE DO YOU KNOW?

Thanks so much for taking the time to tell me more about your role/the company. I'd like to keep learning more about web development at companies like yours/with products like yours/people who have similar responsibilities etc. is there anyone that you could recommend me to and/or any companies that you suggest I try to reach out to?

Q&A

<https://youtu.be/9shZslfbaS0>

Update your about-me repo to have:

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