

## **IT'S OFTEN NOT *WHAT* YOU KNOW, BUT *WHO* YOU KNOW**

Today's job market is extremely competitive. As a result most job seekers are obtaining their jobs from their networking efforts. You may be surrounded by people who can help you, but you don't know how to reach out.

If you don't know individuals who can help your search, there is no time like the present to develop rapport with new contacts.

Think for a moment about the five people you hang around with most (excluding family members). Are you the student or the teacher? If you divide your income by five would that be the average of the income of these individuals? Do you have many of the same habits, friends and beliefs? One of the fastest ways to elevate your level of success is to change the five people you hang around with most. The same holds true for the individuals in your network.

### **WHO CAN HELP YOU MOST IN YOUR JOB SEARCH?**

Many job seekers think networking is all about who you know. Other job seekers think networking is all about who knows you. Networking goes one step further in a job search. It is not about who can collect the most business cards or make thousands of meaningless connections on social media sites.

Effective networking is more about quality than quantity. The people who can help you most in your job search are people who like and respect you. Most people are very protective of their reputation and realize they put their reputation on the line if they refer or recommend you to someone they trust.

If someone does like and respect you they are more inclined to introduce you to their contact who might be in a position to help you. It doesn't take years to earn someone's recommendation.

Think about your own professional and personal network. You probably have known people for years that you would never refer to one of your contacts.

If you want someone to recommend you, this person just needs to be confident that you will represent them well. They are putting their reputation on the line by introducing you to their contacts.

I once met someone in an airport, struck up a thirty minute conversation and eventually this person recommended me to one of their friends, which turned out to be my largest client.

When you are thinking of the people who can help you the most in your job search, it isn't the people who have known you the longest. It is anyone you know who likes and respects you.

## HOW TO APPROACH PEOPLE FOR THEIR ASSISTANCE | WHAT YOU MUST GIVE IN RETURN

### **Be Responsible**

During your networking activities you need to be accountable for your actions and practice common courtesy. This includes: showing up, showing up on time, following up, remember to say thank you, being honest and forthright. These actions are the reasons networking works. You treat everyone in your network the way you want to be treated.

### **Don't Waste Another Person's Time**

When you are networking you need to respect the other person's time. You need to show that you believe what someone else has to share is of value to you and you take their advice seriously. To ask the question, *"Do you know of anyone who is hiring?"* displays a lack of respect.

Finding a job is your responsibility. You would appreciate this individual letting you know if you're heading in the right direction. You would also greatly appreciate if they could refer you to other resources (contacts or companies) that you should investigate. If they provide you with a job lead that is great, however, that is not something you should ask for directly.

### **Offer Your Help and Contacts**

When you meet with someone there has to be an understanding that while you may have something to gain, you also have something to offer. You can ask a typical networking question, *"Can I discuss with you where you think my background should lead me in terms of job opportunities, companies or individuals?"*

The mutual exchange of this equation means that you offer any help you can send this person either now or in the future.

You should view the members of your network as lifelong relationships, created on building rapport, trust and mutual respect.

Follow the advice in this webinar and you too will accept your next opportunity as a result of your networking efforts