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TIPS FOR NETWORKING

The Hidden Job Market

At any given time, **up to 80% of jobs that are vacant are never posted** anywhere. These positions are filled by word-of-mouth. By networking, you can get your name out there and also learn about some of these opportunities. **Getting a job by networking has a 65% success rate**, but do not expect a job overnight. It takes time and effort to network effectively, but it is the key to getting a great job!

Your network is everyone you know and everyone they know. It can also include people you don't know like members of professional organizations, LeBow and Drexel alumni, and a multitude of other prospects.

Increase and Maximize Your Network

- Ask friends and family who they know. Ask who their friends and family know. Can you make a connection in your field?
- Attend career fairs, networking events, speaker events in your field, social events, and conferences.
- Join student organizations and professional organizations (there is usually a reduced fee for students).
- Send a letter or email to everyone you know announcing that you will be graduating (make sure to include your resume). Tell them what kinds of jobs and companies you are seeking. Ask them to let you know if they know anyone working in the field/companies.
- Keep in touch with your contacts. Send a short email touching base every 1-2 months. Don't always ask for something, make it a more casual connection and make it brief.
- Identify alumni contacts through faculty and alumni associations.
- Respect contacts. Always ask their permission prior to giving out their contact information.
- Conduct informational interviews with as many people as you can.

Preparing for Networking Events or Informational Interviews

- Retrieve the list of companies/people who will attend. Research. Identify targeted employers.
- Prepare a target speech (elevator speech, 30-second commercial).
- Prepare a list of questions to ask.
- Make a business networking card (contact information on front and selling points and/or summary on back).
- Whether going to an informational interview or a networking event, always wear professional business attire.

Tips for Networking Events

- Mingle and do not stand in line to talk to someone. Talk in groups.
- Don't ask for a job. Talk about your goals. Ask for advice, suggestions, and another referral.
- Bring your resume.
- Collect business cards.
- Send thank-you notes and make follow-up phone calls.

Networking Online

- Take advantage of new online networking sites (i.e. LinkedIn, Doostang, and Plaxo).
- Join industry specific and college sponsored groups.
- Connect with alumni and professionals who work at targeted companies.