

“If It’s Your Passion – Talk About It! Networking With Integrity”

Networking is simply the way that over _____% of all jobs are found.

Always apply the golden rule to networking.

If you are asking for another person to share their valuable time with you, make sure you do everything you can to make that time valuable for them!

Five effective steps that, when combined, will produce positive networking results

- 1) Build your Network
- 2) Prepare your Story
- 3) Prepare and Practice to Build Confidence
- 4) Make calls to set up appointments
- 5) Develop a tracking system

Step One: Build Your Network

Personal Contacts

This list could include friends, acquaintances, relatives (no matter where they live), neighbors, doctor, dentist, banker, accountant, stockbroker, insurance agent, lawyer, PTA members, sports club/gym associates, clergy, social club members, college alumni, social service organization associates, children’s teachers or scout leader, barber or beautician, contractors, local merchants, service station attendant – even the person you sat next to you on the flight that was delayed over Chicago for two hours!!!!

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Professional Contacts

This list might include co-workers, former managers, customers, competitors, vendors, suppliers, professional association colleagues, course instructors, your former company’s ad agency, public relations firm, investment/banking affiliations.

Step 2: Prepare Your Story

You will need to tell people the reason you are contacting them – i.e. your current situation. Try creating a 90-second story for this purpose and be specific about *how* they can help you:

- Information
- Advice
- Ideas
- Connection to Others
- Support

Preparation and focus will ensure that you obtain the networking help you need. Your contacts will come away with a positive impression and a sense that you are organized and clear about your professional goals.

Step 3: Prepare and Practice to Build Confidence

Before making your first networking call, it is recommended that you try out the words you will say on a good friend or family member. To help you, here is a skeletal outline of a script that will benefit your preparation. (This script can be modified to fit your particular style.)

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Script Outline:

- Your name
- Who you are (if contact doesn’t immediately recognize your name)
- Referral name (if appropriate)
- Reason for your call (exact type of help you need)
- Inquire if this is a good time to call; if not, then when?
- 90-Second Introduction (customized)
- Prepared questions
- Thank the individual for his or her time and assistance
- Ask if there is anything you can do to return the favor

Step 4: Make Calls to Set Up Appointments

Once you have prepared your script and spent time practicing, you are ready to make the actual calls to set up the face-to-face meetings. Early success is based on numbers.

**Set a goal of ten face-to-face meetings a week
and plan to make a minimum of 5-10 calls per day.**

To make the best use of your time, we recommend scheduling one meeting in the morning and one in the afternoon. You can spend the time in between with research, thank you letters and telephone calls to set up future appointments. Notice, you now have a job! This job has a schedule that needs to be met if you are to be successful. You are working for yourself and your job is finding a new opportunity to use your skills and ability.

It is not unreasonable to anticipate that there will be objections to setting up a face-to-face networking meeting.

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Step 5: Develop a Tracking System

You will need to develop a system for managing the information you will be accumulating:

- Phone calls
- Letters
- Informational meetings
- Interviews
- Follow-ups

You will also want to keep your network alive, even after you have started in your new position, so it is important to have a storage and retrieval system for future reference.

FIVE ABSOLUTE RULES REGARDING NETWORKING

- 1. NEVER !**
- 2. Determine your ratio of research to networking!**
- 3. Respect the other persons time!**
- 4. Send a thank you note!**
- 5. Ask for additional contacts!**

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