

## NETWORKING YOUR WAY TO A JOB

**Brad:** Here are the facts. One: networking is the single best way to land a job; in fact, two out of three people get their job through networking. And two: students don't network nearly enough. How do I know this?

**Brad:** So, what are the reasons students don't network? It comes down to two things. The first is, you're a little intimidated, maybe a little scared about contacting someone you don't know. And two, you're not really sure how to network. Well, in the next three minutes, I will address both of those issues. Imagine you're sitting in your dorm or apartment one day when you get a call from a kid who is a senior at the high school that you went to. He asks for 30 minutes of your time to find out a little bit about what it's like to be a student where you go to college. Now, what are you going to tell that guy? Go ahead and get lost? Of course not. You'd be happy to talk to him, especially because you have a connection. That's what networking is.

**Brad:** And the crazy thing is, that's exactly what it's like when you network with professionals. Most people love to talk about themselves and mentor younger folks, especially when they have that connection. Heck, I bet they're excited about talking to you. So, now that you're not intimidated, how do you go about doing it? The first step is getting some contacts. You have more contacts than you think. Remember, you're not asking anyone for a job. You're just trying to find out more information about a company. You just want to connect with someone, anyone, at that organization or in the field you want to pursue. A great place to start is the career center. They have tons of resources, and lots of contacts of alums that will be more than happy to talk to you. Trust me, you'll be very happy you went. Talk to anyone you know, talk to everyone you know. Your friends' parents, your parents' friends. I don't know, your dentist, your hairdresser, even your bookie - the fact of the matter is, you just want to collect some contacts. Then, once you have the contacts, you want to get in touch with these folks. Send them an email. Call them on the phone. And, just like our example from that high school kid who called you, mention your connection up front.

**Student:** Hi, my name is Brad Karsh and I got your name from our University Career Center as an alum who is interested in mentoring students on the job search.

**Brad:** Then you simply want to ask them for about 30 minutes of their time when you can talk about their job. Remember, you're not asking anyone for a job. If you do meet with them, it's called an informational interview. And even though you're not technically interviewing for a job, remember they are evaluating you. Be on your best behavior, dress professionally, and be prepared. You want to come in armed with questions, but not basic information you can find out on the website. You want to have about 10, 15, or 20 legitimate, well-thought out questions that you're trying to find out from them. After you meet with them, follow up. Send them a thank you note and stay connected. They may not have a job for you now, but they may down the road. Make sure you shoot them an email every month

Job  Bound



---

or so to stay in the loop. Now get out there and meet some folks. Heck, you may even land a job. Good luck.