

# The Power of Networking

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## How to Network

**Talk** to people whose work genuinely interests you. Build your job search strategy around the information you get from them. LinkedIn is a great resource to use; for more information check out the LinkedIn handout in the CRR.

**Network** in areas where you are not employed. Broaden your search to include anything that you would like to know more about.

**Identify** professional associations related to your career interests and call or email them.

**Become** a student member of a local chapter appropriate to your interests. Many offer discounts, career information, and internship referral help.

**Join** a listserv in the areas that are interesting to you, including those in your department.

**Write** thank you notes to all the people you talk with who provided you with useful information. Save a copy of these notes for future reference with their business card attached. Handwritten notes are acceptable and often more personal.

**Use** your resume like a calling card. Make sure all your closest friends, relatives, past supervisors, and faculty advisors have a copy. You may also want to design your own business card to use when attending special conferences, meetings or social lunches.

**Ask** for information, advice, and/or referrals.

**Do not use** people when you are networking. Be genuinely responsive, respectful of their time and of the fact that they are accommodating you. Be willing to share information that is of interest to those that help you.

**Keep** a record of all contacts you make: name, address, job titles, and telephone numbers.

## Finding your Contacts

Your contacts are everywhere. Everyone you know can lead you to other people. If you ask, information referrals, encouragement and other gains will come to you.

1. Circle Anyone of the following categories where you know someone, and list their names.
2. Ask each of these people: "What is one thing that I do very well?"
3. Ask each of them, "Do you know anyone who works in the field I am looking into? Can I call them and use your name?"

Relatives \_\_\_\_\_

Close Friends \_\_\_\_\_

Aquaintances \_\_\_\_\_

Sports or Concert Partner \_\_\_\_\_

Community Group Members \_\_\_\_\_

People I know in other states \_\_\_\_\_

People I know through activities \_\_\_\_\_

People I know from class \_\_\_\_\_

## Example of a Networking Letter

April 11, 20XX

Dr. Norman Hartman, President  
Combined Opinion Research  
5757 Wilshire Blvd. #111  
Los Angeles, CA 91336

Dear Dr. Hartman:

Dr. Obrion Partito, with whom I have studied these past two years, suggested that you might be able to advise me of opportunities in the field of social and political research in the Los Angeles area.

I am about to graduate from the University of California at Santa Barbara with a B.A. in Political Science, and am a member of Phi Beta Kappa. For two of the past three summers I have worked in the public sector as an intern with Citizens for Better Government in Los Angeles and with Senator Clagham in Washington, DC. Last summer I worked as a desk assistant at Newsweek's Los Angeles office.

I am eager to begin to work, and would appreciate a few minutes of your time to discuss employment possibilities in the field of social and political research. I will be finished with exams on June 10th and would like to arrange a meeting with you shortly thereafter. I will be in touch with your office in the next few weeks to find out when would be a convenient time to meet.

Thank you for an opportunity to learn more about entry level career options in your field.

Sincerely,  
Susan Smith

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## Sample Thank You Letter

1111 College Avenue  
Santa Barbara, CA 93101  
June 18, 20 XX

Dr. Norman Hartman, President  
Combined Opinion Research  
5757 Wilshire #111  
Los Angeles, CA 91336

Dear Dr. Hartman:

Thank you so much for meeting with me yesterday afternoon! I really appreciate your taking time out of your busy schedule to answer my questions. Your firm provides an excellent service to its clients. It was especially interesting to learn first hand about your own work and rewards.

I wanted you to know that you helped me tremendously with the information you were able to provide and all your excellent advice. I am planning to go to the meeting you recommended to me, and I have called the Association President to find out the time and location. I hope to see you there.

As you suggested, I am enclosing a current copy of my résumé for your reference and possible referrals as appropriate. I'll keep you posted on my progress. Once again, thank you very much.

Sincerely,  
Susan Smith

