

How to Network: A Step-by-Step Guide for Job Searching

by

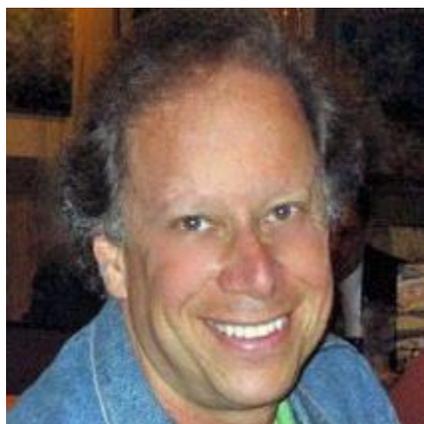
Michael Spiro

NCJS presentation with a 5-step process for successful networking.

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Monday, July 25, 2016

North Coast Job Seekers Meeting

Presentation: "How to Network: A Step-by-Step Guide for Job Searching"**Speaker: Michael Spiro**

Job-seekers are constantly hearing that magic word, “**networking**” as the answer to how to find a job in today’s challenging market. But exactly how do you network? What are the steps that you should go through to effectively search for a job using “networking?” **Michael Spiro** will help demystify this powerful job search tool by sharing a **5-step process for successful networking**.

Michael Spiro has been a 3rd-Party Recruiter and Account Executive in the staffing industry for over 15 years. He is currently the Director of Recruiting / Northeast Ohio for Experis Finance, a dedicated business unit of ManpowerGroup. Other recent positions include President of Midas Recruiting, a boutique head-hunting firm, and Director of Talent at Patina Solutions, a professional services firm that deploys professionals with at least 25 or more years of experience. Prior to that, he was with two of the largest search firms in North America.

Michael is also the creator of the popular blog, [Recruiter Musings](#), providing free advice for job-seekers and receiving thousands of hits a week from all over the world. Before his career in the staffing industry – in a former life – Michael was active in the entertainment industry, with extensive road-warrior experience as a touring performer (singer-songwriter / guitarist / comedian) and as a recording artist, producer and booking agent.

How to Network: A Step-by-Step Guide for Job-Seeking

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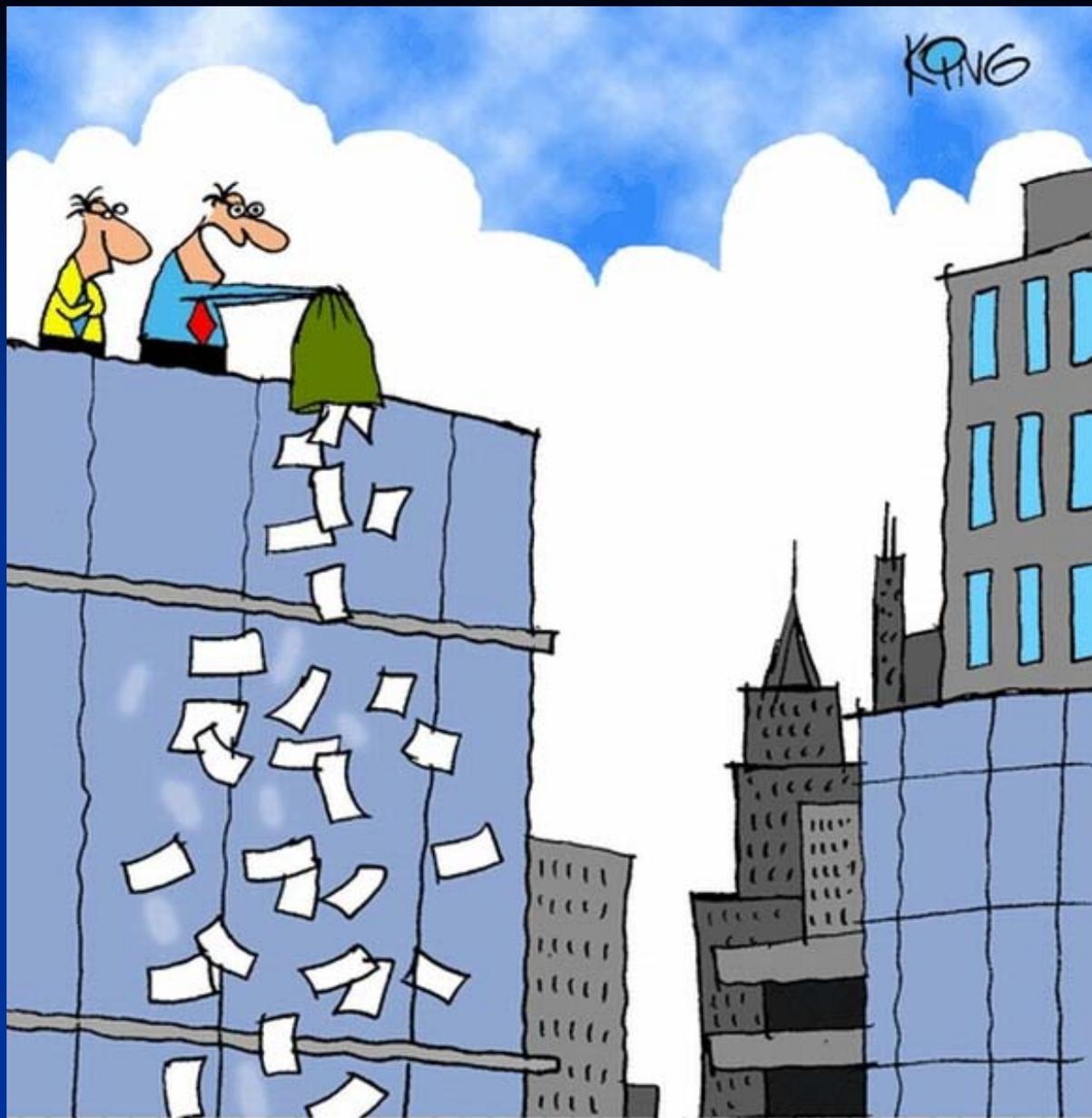
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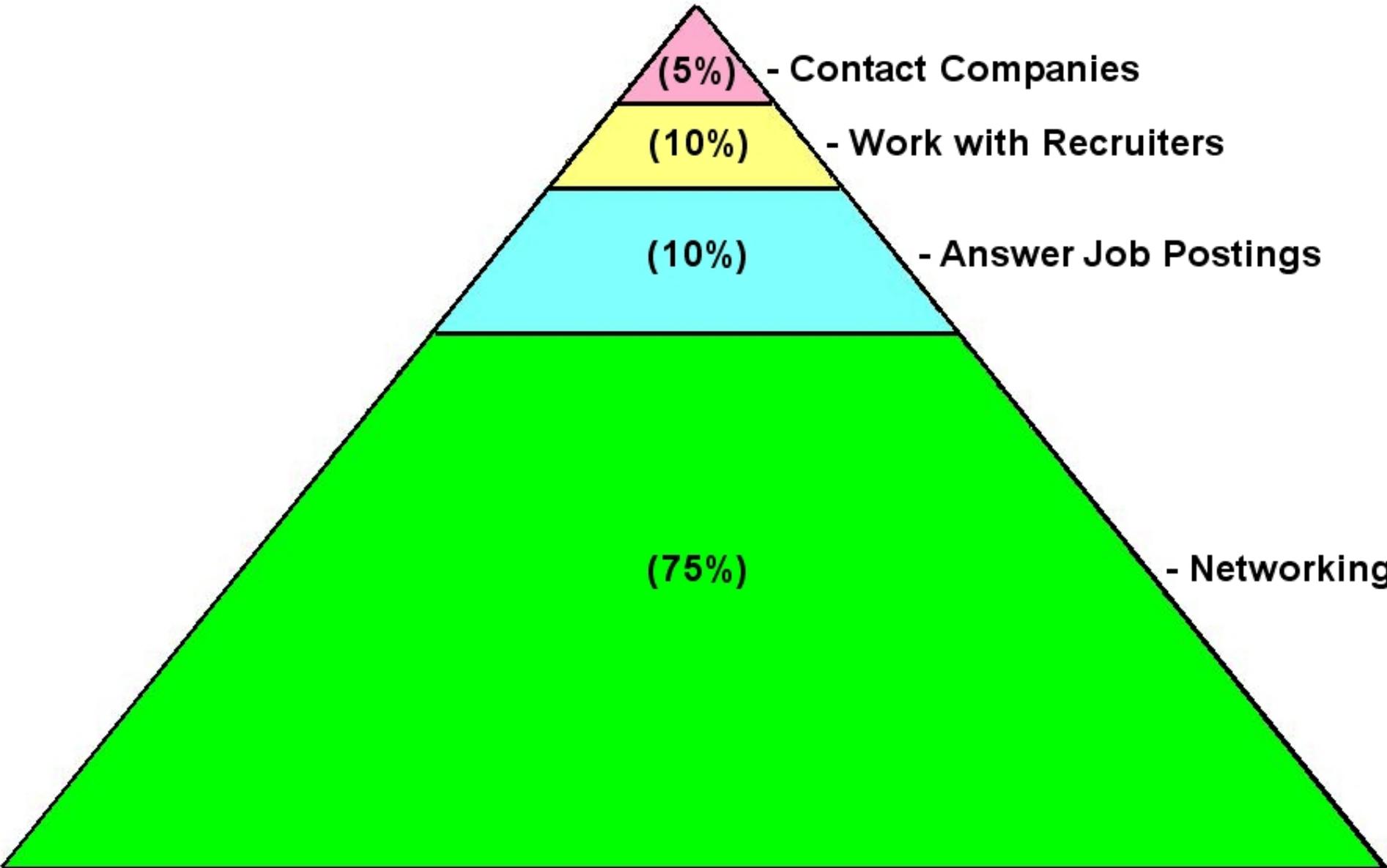
ManpowerGroup Statistics:

\$21 Billion • Fortune 500 • 3,000 Offices • 78 Countries

Named one of the **World's Most Ethical Companies** by the Ethisphere Institute for the past 5 consecutive years.



“I’m looking for a job in customer service. So, I’m distributing my resume.”



(5%)

- Contact Companies

(10%)

- Work with Recruiters

(10%)

- Answer Job Postings

(75%)

- Networking



Old School Networking

- Meet with as many people as possible and talk with everyone you know or have any connection with.
- Start with family, friends, neighbors, business associates, clients, former customers, school alumni, church/synagogue members, etc.
- Let everyone know you are “in transition,” and ask everyone if they have any advice for you, or if they know anyone who either has a job, or can lead you to someone else who has a job.
- Attend “networking events.” Exchange business cards with strangers at those events who you can then set up meetings with and bring into your network.
- Make as many connections as possible on “LinkedIn” and keep expanding your own network exponentially.
- Sooner or later, you’ll hear about that illusive job that won’t be posted anywhere, right? You’ll get to that fabled “hidden job market,” right?



“One business card for your wallet, one for your desk, one for your car, one for your home office, one for your blue suit pocket, one for your brown suit pocket, one for your gray suit pocket...”

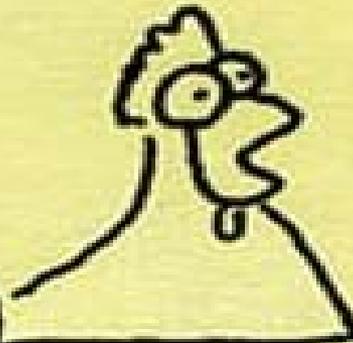
Ask yourself this ...

- *“How many of the people that you are networking with are actual **Decision-Makers** in your target companies – or people who can lead you to those **Decision-Makers**?”*

"HONEST NETWORKING"

WHAT DO YOU DO
FOR A LIVING AND
HOW CAN I USE YOU
TO MY BENEFIT?

I'LL GIVE YOU
VAGUE DETAILS
ONLY, SO YOU
CAN'T GOOGLE ME
AND SHOW UP AT
MY OFFICE WITH
A RESUMÉ



The 5 Steps for Job-Search Networking

- 1) Building Your Target Company List.
- 2) Identifying the Key People in Your Target Companies.
- 3) Reaching Out to Your Targeted People.
- 4) Talking / Meeting With Your Targets.
- 5) Following-Up and Staying in Touch With Your Network.

1) Building a Target Company List

■ Soul Searching:

- What do you do?
- Type and Size of company you'd like to work in?
- How far are you willing to commute?
- What is your target salary range?

■ Research companies likely to have jobs you want:

- *Dun & Bradstreet's Million Dollar Database Premier*
- *ReferenceUSA Business*
- *LinkedIn*

■ Narrow the list by zip or area code, industry, size, products, number of employees, revenue, and specialty fields, etc.

■ Keep narrowing until list is between 50 and 100 companies.

2) Identifying Key People in Targets

■ Who they are:

- People who work in the area of the company that your potential job would be in.
- People who actually do the job you want to have.
- People who hire and supervise the people who do the job you want – otherwise known as “Decision-Makers!”

■ Where to look:

- The information that your original database search returned.
- LinkedIn (Join Groups!)
- Company Websites.
- Industry Associations / Directories.
- Personal Referrals (the best!)

- Start a system to record all of your targets, and to record what actions you take with each one, and how and when to follow up. Use an excel spreadsheet, Outlook, a paper notebook, a calendar, etc. Don't lose track!



**“I’ve been networking with someone I knew as a kid.
My imaginary friend got me an imaginary
interview at an imaginary company.”**

3) Reaching Out to your Targets

■ Two Step Approach:

- 1) An Intro Email.
- 2) A phone call 3 days later – restating what the email said.

■ Intro Email Structure – 3 Parts:

- 1) INTRO: Short (2-3 sentences.) Start with a compliment. Find any common ground you have to make the approach more likely to succeed. If possible, use mutual acquaintances, professional connections (co-workers, etc.,) personal connections (home town, schools attended, etc.) or LinkedIn Groups you share.
- 2) BODY: Modified version of your Elevator Speech.
- 3) CLOSE: Asking for help, advice, expertise, a phone or in-person meeting ... NOT a job!

Email Intro Examples:

- *“I had coffee yesterday with a mutual friend of ours: (Full Name of Contact.) (First Name) spoke very highly of you, and gave me your name and contact info, and urged me to reach out you.”*
- *“We are both members of the ‘Cleveland Sales Professionals Group’ on LinkedIn. I reviewed your profile (very impressive!) and I believe that we have several areas of common interest. I hope you don’t mind my reaching out to you this way.”*
- *“While doing a search on LinkedIn for professionals our industry, I came across your profile (very impressive!) and I believe that we have several areas of common interest. I hope you don’t mind my reaching out to you this way.”*

Email Body: Your Elevator Speech

- Use a modified version of your “Elevator Speech” as the middle part of your reaching-out email.
- No more than two or three sentences saying who you are, what you do, and what you are seeking.





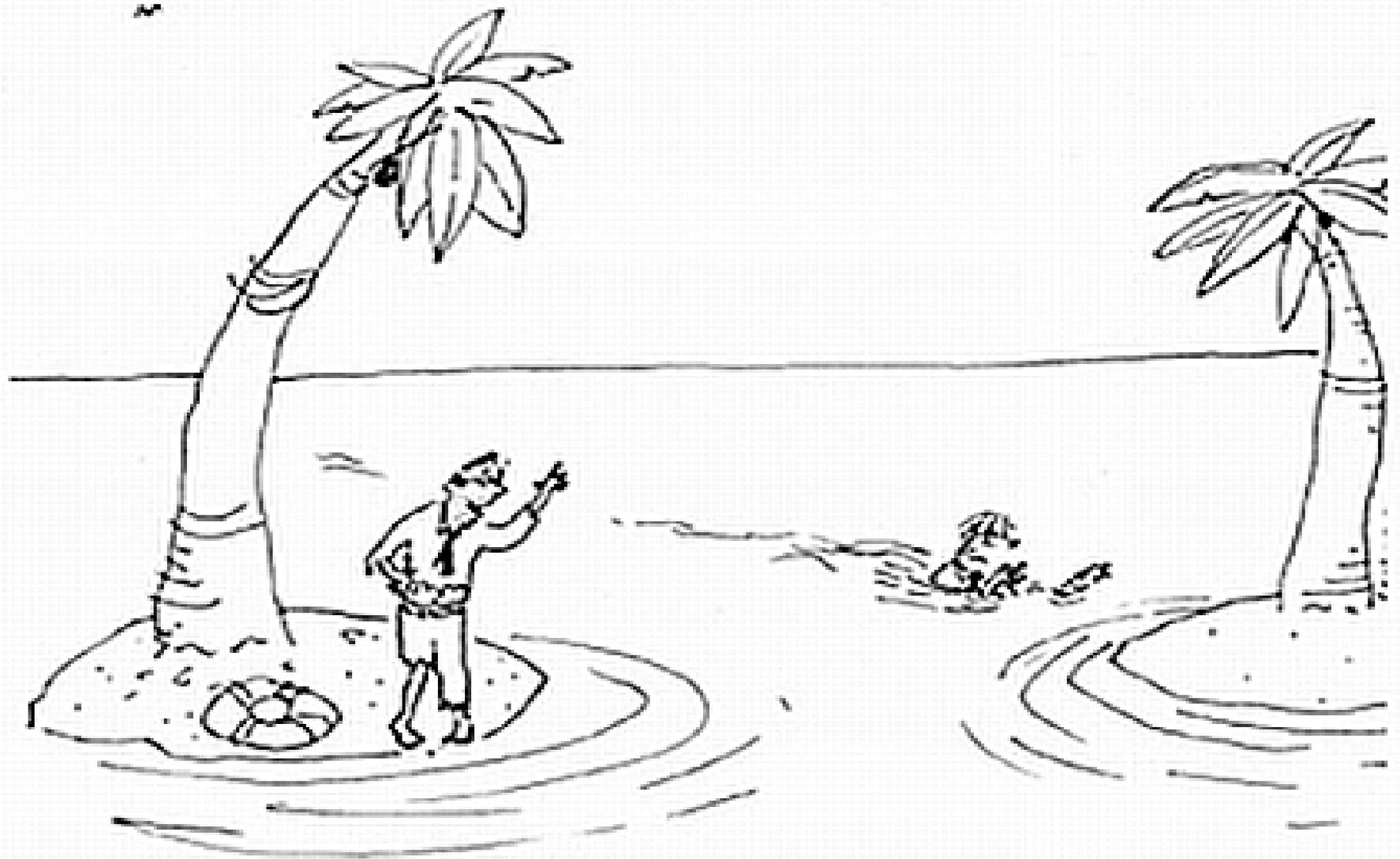
The fumbled response

Email Closing Example:

- *“The reason I’m contacting you is that I would like to talk with you and find out more about your [specific industry] experiences. Your help, advice and expertise would be greatly appreciated. Would you be willing to spend a few minutes with me on the phone ... or even better yet, informally meet with me face-to-face at your convenience?”*

I’ll await your reply. Thanks.”

- Sign it with your name, cell phone number, and a link to your LinkedIn profile.



"Thank God. Somebody to network with!"

4) Talking / Meeting with Targets

- Phone or in-person meeting (suggest an informal get-together – coffee, etc.)
- **Stated purpose:** to ask your target about their own background and experience, and to tell them about yours. You are hoping that they can give you any career advice or direction with your job search, or referrals to others – anyone else that they think might be of value to you.
- **Hidden agenda:** to get the person to like and remember you! (Future job referrals, or other opportunities they might hear about.)

Do's and Don'ts

- Do Not: Give them your résumé (unless they ask for it first.)
- Do Not: Ask if their company is hiring.
- Do: Ask them if there's anything you can do for them? Is there anyone you can introduce them to?
- Remember: Networking is a 2-way street!

5) Following Up & Staying in Touch

- Keep meticulous records of who you contacted, what happened, and when to follow up.
- Send a thank-you email message or a handwritten note after each conversation and meeting.
- Send follow-up emails after each and every referral you receive. Let the referring person know what happened when you contacted their referrals!
- Send regular update emails to each significant networking contact at least once a month. Include updates on who you've met, where you've interviewed, and any other progress you've made. Remind them that you are still "in transition."
- Don't forget to offer your help, and ask if there's anything you can do for them.

YEESSE!...
FOUND ONE!...



“Recruiter Musings”

michaelspiro.wordpress.com



"YOUR MOTHER AND I FOUND OUT YOU'VE BEEN BLOGGING.
WE DON'T KNOW WHAT THAT MEANS, BUT WE'D LIKE YOU TO STOP."

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