

Networking Guide

STEP 1: IDENTIFY YOUR SELLING POINTS

- What are your top 3 skills/strengths?
- What makes you unique from other candidates?
- How do your skills/strengths align with your targeted industry?

STEP 2: DETERMINE WHO'S ALREADY IN YOUR NETWORK

- Tap into family, friends, faculty, staff, coaches, advisors, supervisors, mentors, and SNC alumni
- See "Step 5" to learn about LinkedIn and formally connect with people already in your network

STEP 3: CARRY YOUR BUSINESS CARDS EVERYWHERE

- Create personalized business cards via an online search for "Free Business Cards"
- Exchange and share your business cards generously

STEP 4: PREPARE AND PRACTICE YOUR ELEVATOR PITCH

- For more information: www.snc.edu/careers/docs/employment/Elevatorpitch.pdf

STEP 5: JOIN LINKEDIN

- LinkedIn is a professional networking site that allows you to make meaningful connections and gain valuable information
- Join the SNC Alumni & Friends group
- For more information: <http://www.snc.edu/careers/employment/linkedin.html>

STEP 6: EXPAND YOUR NETWORK

- Join a professional organization, volunteer, utilize LinkedIn
- Visit The Office of Career & Professional Development to develop your individualized plan

STEP 7: MAINTAIN YOUR NETWORK

- Maintain the relationship by staying in contact over time (i.e. send an e-mail, message them on LinkedIn, invite them to coffee)

Informational Interviewing Guide

The most effective way to gather detailed information about a particular career is to conduct an informational interview with someone who has a position that interests you. The benefits:

- Allows you to determine if the career or company matches your skills, interests, values and expectations
- Expands your professional network
- Provides you with tips and information that may be of value while applying or preparing for an interview

Steps to Informational Interviewing

STEP 1: IDENTIFY PEOPLE TO INTERVIEW IN A CAREER OR WITH A COMPANY THAT MATCHES YOUR INTEREST

- (See Networking handout Step 2)

STEP 2: ARRANGE THE INTERVIEW

- Contact them by phone, e-mail (see below), or have someone make a referral for you

STEP 3: PREPARE FOR THE INTERVIEW BY RESEARCHING ALL YOU CAN ABOUT THE FIELD OR COMPANY

- Decide what information you would like to gain and create a list of questions (see below)

STEP 4: CONDUCT THE INFORMATIONAL INTERVIEW

- Dress appropriately, arrive on time, be polite/professional, refer to your list of questions, stay on track but allow for spontaneous discussion
- Be aware of time, ask for additional contacts and ask to use their name when reaching out. DO NOT ask about job opportunities (remember the purpose is to collect information)

STEP 5: FOLLOW-UP

- Record the information gathered immediately following the interview
- Within 48 hours, send a thank you note

SAMPLE QUESTIONS

- On a typical day in this position, what do you do?
- What training, education, personal qualities, abilities are needed for this type of work?
- What part of this job do you find the most satisfying/challenging?
- What opportunities for advancement are there in this field?
- What internships or entry level jobs are best for gaining relevant experience?
- What is the demand for people in this occupation?
- How did you find your job?
- If you could do things all over again, would you choose the same path for yourself? Why? What would you change?
- Who else do you suggest I talk with to learn more about this field?

SAMPLE EMAIL

Dear Ms. Taylor,

A professor of mine, Dr. Aspen, provided me with your e-mail address. As an English major at St. Norbert College, it is my passion and desire to become an Associate Editor, such as yourself.

I am exploring the various specialties within the field, and am interested in gaining insight on your background and experiences. At your convenience, I would like to schedule a 20-30 minute meeting with you to gather more information about the field of editing.

Thank you for considering my request.

Sincerely,

Name