

## Networking = Making a Good Impression

*It's not **what** you know but **who** you know...*

Networking enables you to search for jobs creatively, make contacts, visit organisations, get work experience and, most importantly, a reference. Draw up a networking strategy and keep track of your progress. Re-evaluate from time to time if you are still meeting your aims or if you need to change direction.

### *Did you know that 70% of vacancies are unadvertised?*

If you don't know what career you want to pursue or what options are available, meeting the right people and asking the right questions is undoubtedly an excellent way to start. If you simply wait for adverts and vacancy lists to come out, you are potentially missing out on lots of fantastic opportunities.

### *How Do I Make Contacts?*

People I know: Make a list of all the people you know, including those from your childhood. Call them and see if you can meet them or someone they know, just for half an hour, to ask them about their work.

People I don't know: Send your CV and a speculative covering letter to a named person in an organisation, saying that you will follow it up with a phone call. Be very clear why you are calling and what you want from the meeting.

### *Key Networking Questions*

Acknowledge that the contact is busy and check if this is a good time for them. If not, ask when you should call back. Most people will be flattered – they *love* talking about themselves. Remember, you are *not* asking for a job, only *about* jobs.

- What experience did you need to get to your current position?
- What skills are important?
- Do you know of any opportunities for work experience or work shadowing?
- What related jobs are there in this field?
- Can you introduce me to anyone else?

**Tip 1:** It's vital that you leave any meeting with at least one new contact.

**Tip 2:** Don't forget to send a thank-you letter.

The creative job-search isn't easy and can be time consuming. But keep at it. It's well worth it!

### *Do Your Research!*

- ✓ Come to CaSE at Marylebone or Harrow or check [www.wmin.ac.uk/careers](http://www.wmin.ac.uk/careers)
- ✓ Use the resources: 'Job Seeking Strategies' (booklet); 'Can I Have a few Minutes of Your Time?' (video); CaSE online Events page for networking events and employer fairs.