

NETWORKING TIPS

How to Get Any Job with Any Major!

- Strategies to Get the Job or Internship of Your Dreams
- Why Art Majors Can Go to Wall Street & Business Majors Can Go into Art
- What *You* Need to Do to Be Employable, Whatever Your Major
- How to Beat 1000-to-1 Odds to Reach Your Goals

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The Truth about Networking

- Networking is about information, not power.
- Networking means “talking to people”
- An adult American knows 600 people.
- The networking game...
- Ask the next 50 people you meet,

“Who do you know who would know anything about _____?”

The Big Four

- **Family**
- **Friends**
- **Alumni**
- **Faculty**

Always start with your mom... ☺

People Who Want to Help You

1. Every alumna or alumnus of your school
2. Every former employer
3. Every branch, subsidiary, parent, and affiliate of every former employer
4. Every former co-worker
5. Every competitor to every former employer
6. Every supplier or vendor to every former employer
7. Every customer or client of every former employer
8. Every venture or business partner to every former employer
9. Every consultant (person or group) to your former employer
10. Every famous person in your targeted industry
11. Every writer at every newspaper or journal that covers your field
12. Every friend you ever had
13. Every friend your friends ever had
14. Every spouse your friends ever had
15. Every parent or close relative your friends ever had
16. Every acquaintance, however fleeting, you ever had
17. Your parents, grandparents, siblings, aunts, uncles, ...
18. Every friend your parents, grandparents, aunts, uncles, etc., ever had
19. Every employer or business associate of any kind of your parents, etc.
20. All the alumni of all your other alma maters
21. Every professor or teacher you ever had, or who ever worked anywhere you went to school
22. Every career center officer and career counselor at every school you ever attended
23. Every teacher or professor of your kids, siblings, friends, parents, etc.
24. Every leader and member of your church, synagogue, or temple
25. Every leader and member of every social, academic, or professional club you know of
26. Every neighbor you ever had
27. Every doctor you ever had
28. Every accountant and financial advisor you ever had
29. Every attorney and every insurance agent you ever had
30. Every hair dresser or barber you ever had
31. Every dry cleaner you ever had
32. Every masseuse or masseur you ever had
33. Every personal trainer you ever had
34. Every coach and member of every sports team you were ever on
35. Every gym manager or membership director you've ever met (or known of)
36. Every real estate broker you ever had
37. Every auto mechanic you ever had
38. Every veterinarian you ever had
39. Every yenta you ever had
40. Every wedding planner or photographer you ever had
41. Every funeral director known by anyone you know
42. Every doorman or doorwoman in every building in the financial district
43. Every clerk in every corner store
44. Every cabdriver of every cab you ride in while looking for work
45. Every bartender at every club you shouldn't be hanging out in anyway
46. Everybody you know by first name from A.A.
47. Every psychic you ever consulted, or thought you consulted
48. Every drill sergeant or fellow soldier or sailor you served with
49. Everybody *you* ever helped out in this life
50. Start over and talk to them all *again*

Research, then →
Write or Email, then →
Follow up with a Call or Tickle

But...

Don't ask for a job!

Your Goal:
Advice, ideas, leads and referrals

The *Right* Way to Use the Internet in a Job Search

- 1. Use the Internet for research and to generate ideas, and it will speed up your search. Google any idea you have to get leads, from “corporate ethics” to “sports medicine in Ohio” to “internships with sea turtles.” This will provide you with a mash of raw leads (newspaper articles, blogs, web sites, *both legit and non-legit*). Follow up on what you find.**
- 2. Use the Internet like a telephone, *to talk to people*, and it will speed up your search. You can talk to more people, faster, including people you’ve never met, and including famous and powerful people you’re afraid of, by using email.**
- 3. Use the Internet to research companies you are interested in, to (a) get names of people at the company to email, write and call, and (b) to research the company prior to any interviews (especially important). At the very least, know what a company says about itself by searching all its public web sites, and also search news services and Google the company name to see what *others* say about it.**
- 4. Be aware that less than 20% of jobs are *ever* listed on company hiring sites or with job boards, and those that are listed draw hundreds, if not thousands, of qualified applicants.**

Informational Interviewing

- 1. Please tell me about your background. How did you get started in the field?**
- 2. What kind of preparation is typical to get into this field? Is it required, or just the typical approach?**
- 3. What was the biggest surprise or challenge when you went into this field or career?**
- 4. What is your typical day or week like?**
- 5. What do you like most about your job? What do you like least?**
- 6. What is a typical career path for someone in this field? What ensures continued advancement?**
- 7. Where do you see yourself in 5-10 years?**
- 8. Please explain the typical hiring process.**
- 9. What skills are needed in this field?**
- 10. Who else should I contact for further information? What other companies would you recommend?**
- 11. What advice do you have for me?**
- 12. May I keep in touch with you?**

Informational Interviewing

(Continued)

How to convert an informational interview into an application interview

When you are conducting informational interviews, you will stumble across promising openings for internships and permanent positions. If you want to apply for one of these openings, *you must apply for a change in status.*

As a good informational interviewee, you are a polite novice seeking access to insider information. As an applicant, you are a confident provider of needed skills, seeking an appropriate fit or match. These are very different conditions. Also, managers who provide access to you on the basis of providing information are doing you a favor. They may resent it greatly if you suddenly start applying for an open position.

So, apply for a change in status by saying this:

“That sounds like a very interesting opportunity. How would I go about formally applying for that position?”

Then, follow their instructions precisely.

Sample *Enthusiastic* Internship Query Letter

date

name

title

company

street

city, state zip

Dear Ms. Name:

Before any of us know it, it will be summer, and no doubt your company will want to have some talented interns around to do needed administrative, organizational, and analytical work, to produce special projects that permanent staff don't have time to pursue, and to provide a pool of talent from which to pick promising new hires later.

I'd love to be one of those interns. As a student, I'm gaining leadership and business skills but, more importantly, especially for your business, I already have a very solid background in most office functions. My skills do include an ability to communicate well with both technical and nontechnical staff, and the ability to support mission-critical assignments, and successful experience with diverse, multicultural teams.

Since my interest is to transition to a marketing or product/brand management role upon leaving completing my undergraduate degree, it is critical for me to get a marketing internship this summer. I am hoping that you will see my quantitative skills, my work ethic and strong sense of personal discipline, and my enthusiasm, as assets of potential value to you.

I am available 24/7 for travel or assignment wherever you may want me this coming summer. My recommendations are quite favorable (very strong).

Please let me know this: When do you select your summer interns? Who is your internship recruiter, and what is her/his email address? I'd *very much* appreciate your guidance, and will follow through exactly as you advise me. Here's the best way to reach me: cedawinner@topdrawer.edu.

Thank you very much.

Sincerely,

I. Wanna Getgoing

Resume enclosed; please let me know if you'd like an e-version.

The Railroad Track Letter

For those people who ignore your repeated attempts to connect. Send by email, or short note or card, or both. After sending this, put the contact on your calendar for every ten days, and remind them in those calls or emails, “Mr. Jones, this is Jan Smith, contacting you again to see if you’ve heard about anyone thinking about a new product push. If you’ve heard something, give me a call, and as before, if you haven’t heard anything, feel free to just disregard this message. I’ll be in touch again in ten days. My number is Thanks so much.” Then do it religiously, every ten days, until you have a solid job offer.

Dear Mr. Jones:

I’ve been trying to reach you by phone for a week or two now, and we just haven’t been able to connect. What I want to talk to you about is this: You’re very knowledgeable in the field. You know a lot of people and a lot of people know you. I’ve refined my job search to a very specific type of opportunity, and I want to know if you’ll keep your ears open on my behalf about that opportunity.

Here’s what I’m going to propose: If you’ve heard something that I might benefit from knowing, please take a moment and take or return my contact. But, if you haven’t heard anything that will be useful to me, please feel free to *not* return the contact. That way, I won’t be uncomfortable dropping you a message every ten days or so, as my search continues, and I’m hoping that you will agree that this is a minimally invasive way for you to be of potential benefit to two parties, both me and someone out there who is going to want what I bring to the table.

Here’s the type of opportunity I’m after: [BE VERY, VERY SPECIFIC, e.g., “I want to be a public affairs assistant or some kind of program delivery manager for a public agency, a governmental or legislative agency, or a corporation in some way active on behalf of education or the public welfare. I’m willing to relocate anywhere, including internationally, to lead such a launch.” This is just an example; write your own version; see the career counselors in the career services office for help with wording.]

So, as you go about your normal business, if you hear about anyone considering such a push, give me a “heads up” and I’ll take it from there.

If this is okay, then just keep me in mind. If this is not ok, just get on the phone anytime and tell me it’s not working out for you.

And of course, if there is anything I can help *you* with, now or in the future, please don’t hesitate to ask.

My greatest appreciation,

U. Wanna Job

Enthusiastic Thank You Note

Date

Name of contact

Title

Company

Address

City, state, zip

Dear Dr. Johanson:

It was a great pleasure to meet with you yesterday and learn more about your global operations. You will remember me as the student with interests in pursuing a consulting career, and with a mix of IT and general business skills.

You painted a clear picture of the company, and I am more interested than ever in making a contribution this summer. I will follow up on your offer to stay in touch, so you can count on me to let you know on an ongoing basis if I am still available.

Please, as soon as you want to continue this discussion, or as soon as you think it is appropriate for me to meet others in your company, call me. I will be very responsive, 24/7, at ceme@topdrawer.edu or 212-555-1101.

Again, thank you for considering me, and I am encouraged by your positive attitude!

Sincerely,

Christian Madrone

Getting past *Gatekeepers*

1. **Cite a referral:** “Dr. Johnson from M.I.T. suggested I give her a call.” Of course, this has to be true.
2. **Mail any kind of letter, card or note informing your targeted decision-maker that you will call.** Then you can tell the gatekeeper, “Yes, she’s expecting my call.” The best line for the letter is: “I will call you on Tuesday at 10:30 a.m. You can count on me to be prompt. I look forward to our conversation.” It doesn’t matter if you say what the call is about.
3. **Call once a day until one of you dies.**
4. **Call at 7:40 a.m., 10:05 a.m., 12:20 p.m., 2:05 p.m., or 5:25 p.m.**
5. **Level with the gatekeeper:** “You know, Bill, I’ve been trying to reach your boss for ten weeks now, and he just won’t call me back. What should I do?”
6. **Dial around: 555-1201, 555-1202, 555-1203...to get to someone at the company that can transfer you!**

Voicemail

Fully automated: Make yourself a pot of coffee, sit down with the newspaper, and hit redial...

Human link: Call once before lunch and once after lunch, and say this:
“Hello. This is Donald Asher. I’m sorry to have missed you. My number is 543-7130, but there’s no need to ring me back. I’ll be calling again.”

Overcoming Objections

1. **We're not hiring.**

- **That's okay. I'm not applying for a job with you anyway. I am interested in your advice.**
- **That's okay. I'm not in any hurry. I just wanted you to know what I have to offer in case something opens up later.**
- **That's okay. I just wanted to know if you would take a look at my résumé and give me any advice, ideas, leads or referrals that come to mind.**
- **That's okay. Perhaps you can think of someone else who might be interested right now in what I have to offer. Your referral could be appreciated by both of us.**

2. **I'm too busy.**

- **This'll only take a moment.**
- **Yeah. I heard you guys were pretty successful right now.**
[then, STOP, no matter how long the silence]
- **I'd be happy to meet you early, late, during lunch, even after work. What's best for you?**
- **What's a better time for me to reach you?**

3. **Send me your résumé.**

- **Well let me tell you what's on it. I'm the one who...**
- **What's your fax number? I'll fax it and call you right back.**
- **I'll bring it to the meeting. What's a good time for you?**

4. **I'm not the person you should be talking to.**

- **But I'm not applying for a job. I got your name from _____. She said you were quite knowledgeable about this field. I just want to know if you would have a moment to share with me any advice, ideas, leads and referrals.**
- **Actually, I'm going to be applying through "official" channels, as well, but I wondered if you could give me a little inside information.**
- **Who should I be talking to? I appreciate the referral.**