

NETWORKING

GUIDE



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DARE TO BE DIFFERENT

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What Is Networking and Why Is It Important?

Many have heard the saying, "It's not just *what* you know, it's *who* you know." This stands true for networking. Networking is a key opportunity to cultivate relationships, advance your knowledge in a particular field and build a cohort of individuals that share similar professional interests. Networking can happen in many different ways and is rather simple if done in an intentional manner.

In today's competitive job markets, networking has become more powerful than ever. Time and time again, individuals have been more successful entering a field if they have a strong web of people around them. Networking is also an opportunity for students to seek assistance, whether that's expanding knowledge and understanding of a particular career field or advancing the breadth of opportunities available in the pursuit of an internship or entry-level job.

Networking should be a priority for all students early on in their college years. Cultivating relationships will be a part of your future, even post-Dartmouth.

Types of Networking:

1. **Intentional Arranged Networking** (1-on-1 arranged networking) - occurs when you purposefully reach out to a professional, alumna/ae, family, family friends, neighbors, school friends, etc. to request the opportunity to speak to them about their profession, the industry, and/or their career path. You will generally conduct an Informational Interview in person, over the phone and/or Skype. Successful conversations require you to research the individual, employer and industry.
2. **Informal networking** – occurs when you happen to "run into" a professional/alum/family connection, etc. while standing in line for coffee, attending an event such as Winter Carnival or at a conference. These conversations are seemingly casual in nature, however, can have a large impact. Be sure to follow up on anything substantial that may have come from the conversation. Do not be afraid to ask for a business card and/or contact information. Send the person an email within 24 to 48 hours.
NOTE: Sometimes you need to reframe how you are looking and/or interacting with a person. When we interact with family and friends, we see them in their relational role to us. In order to benefit from their professional experiences, learn about their role, employer, industry, etc. and approach them with such formality.
3. **Group Networking** – social networking reception. These can occur as a planned event through the College or a college group, at conferences, and at large association meetings. These seemingly social times are intentionally scheduled in order to allow attendees to mingle and network. Do not forget to bring business cards (yes, even students can make themselves up a business card) to share.
4. **LinkedIn (Social Media) Networking** – LinkedIn, and other social media, are excellent networking tools when utilized properly. They can help you connect with Dartmouth alumni and other professionals in your industry of interest. After you have completed your LinkedIn profile, connect with family and friends. Then join groups. Two groups to start with are the Dartmouth Alumni Group and the Dartmouth Professional Alliance. If you are an athlete, check out the Friends of Dartmouth Athletics group. Then proceed from there, using keywords from your interests to choose groups. LinkedIn allows group members to message one another, even if they are not directly connected. By using these simple steps, you can contact alumni in shared groups and request an informational interview.

Methods of Connecting:

1. **In person** (face-to-face) - can occur intentionally or impromptu where the parties involved are in the same physical space. When speaking face-to-face remember that your nonverbal language speaks volumes. Do not be too casual or too aggressive, even if you happen to be out with your friends. A delicate balance creating an easily flowing conversation is the ideal to strive for. When you are at a social event, which may include alcohol for age-appropriate attendees, be very careful to monitor your alcohol intake. Also be mindful of the other person's intake, in case they promise you the moon. Be sure to always follow up on any face-to-face networking with an email and/or thank you note within a short period of time. This is a great way to ensure and reconfirm your discussion.
2. **Online** – emails and messaging through social media (generally LinkedIn, but could also be Facebook, Google +) are key components of effective communication. Choose your words carefully, as the written word does not have the additional benefits of tone or body language. Furthermore, if the individual you are communicating with may consider you for future employment; (you never know!) the effectiveness of your emails/messages can make a difference. A trick can be to compose a message in a Word document; let it sit for a day or at least a couple of hours, then go back to revise and edit before copying and pasting it into the message box.
3. **Virtual-in-person** - Skype or Google Hangout networking is a great way to connect with individuals without the expense or hassle of travel. Despite the more casual history of Skype, it can become a great tool to enable you to make a memorable impression on a professional. When using virtual software to have an informational interview, treat it like it is an in-person face-to-face meeting. Dress nicely, sit at a table or desk (do not lounge on your bed), do not have distractions behind or in front of your computer, turn the ringer off on your cell phone, close your email and other sources of interruptions on your desktop. The more respect you show the individual the more you will gain back in return.

Before You Reach Out to an Individual

1. Self-inquiry process.

Before you begin networking it is important to determine what is your purpose? Are you hoping to learn more about a particular industry or career field? Do you already know what area you want to go into and are seeking an internship or entry-level position? Think about your goal ahead of time as this will allow you to determine what key questions to ask during an initial networking conversation.

Once you do this, remember you are the DRIVER of this process. It is your responsibility to initiate contact, follow up and maintain the relationship after your first conversation. Often times networking can seem like a transactional service; do not look at it that way. It is important to develop key relationships as part of your professional development to advance your knowledge and preparedness to enter the field.

2. When should you start networking?

The easy answer is, the earlier the better. As noted before, networking is a process and a key opportunity to cultivate relationships. Reflect on your purpose for networking – if it is for an internship opportunity, do not do it in conjunction with your internship search, start networking before. This gives you a stronger foundation of the field in which you want to enter or learn more about and the opportunity to establish strong contacts in the field. Set up a time frame; for example, if looking to do something meaningful your first summer after Dartmouth, start networking during your fall or winter term.

3. Who to network with?

Step 1: Determine who currently is in your network (See Web of Network Contacts Diagram in Appendix A).

- a. Know that family and friends are part of your network, it is not cheating if they are a point of contact to advance your knowledge and/or opportunity to gain experience in a particular field.
- b. This also is an opportunity to see who you should further cultivate and enhance relationships with. For example, faculty are great resources and point of contact to advance your knowledge, resources and guidance towards experiential learning opportunities.

Step 2: Identify where there are gaps in your network.

- a. For some students they may not have family and friends within the field they wish to learn more about and/or enter, therefore this is an ideal time to determine who could be key contacts. A prominent example is Dartmouth alumni.
- b. When identifying who you want to reach out, remember your initial goal.
 - a. If you are hoping to learn more about a field, identify a range of professionals that are recent graduates to seasoned professionals; you will get a depth of knowledge, advice and experience levels.
 - b. If your end goal is searching for an internship or entry-level position, identify ahead of time what type of organizations you are most interested in. Remember, be open to new

and varying opportunities; you do not want to pigeon hole yourself early on in the process.

4. Prepare and Research.

Before you reach out to people in your field of interest follow this checklist of to do's before networking:

1. Develop a summary of who you are; how you would describe yourself in an initial introduction (interests, skills, personality, and values) and why you are interested in X field or Y organization.
2. Check your online image – You do not want to portray a negative image, therefore check your social media sites security settings and that sites like Facebook are not viewable to the general public. Take down and untag yourself from any unsavoury posts. Further, if you are not on LinkedIn, make sure to create a profile beforehand. (See LinkedIn Guide in the Resources section of [Handshake](#)). Good practice is to Google yourself and have a peer Google your name and see what comes up.
3. Create or update your resume – Utilize the Dartmouth Resume Guide to create or update your resume to highlight the most current experiences and skill competencies.
4. Research the field/industry – Prior to conversing with individual(s) in your field of interest make sure to research the trends, major players, recent news/changes in the field. You want to show an initial understanding of the field. You also do not want to ask questions that could be easily answered from your initial research. Further, research the individual to whom you will be speaking with, as well as the organization. Look at the About Us, Mission, Vision, Values Statement, who are the major players/organization chart, news etc. Some initial resources to search organizations and industry areas are listed below:
 - a. Vault Guide
 - b. IbisWorld
 - c. Global Business Browser
 - d. Glassdoor.com
 - e. Hoovers and Wetfeet
5. Prepare questions – Develop 8 – 10 questions before your conversation. Remember, do not ask questions that can be easily answered through your online research, i.e. what is the structure of your organization (if they have their organization chart online). Check Appendix B for suggested questions. At a minimum:
 - a. Ask questions about their specific role, what key skills they use on a daily basis
 - b. Ask how their college education prepared them for the field
 - c. Assess their work style, work/life balance, workplace culture and dynamics
 - d. What do they know now that they wish they knew as a student
 - e. Close with asking what advice do they have for you and develop next steps

5. Email outreach inquiry

Following are multiple sample outreach inquiry emails to initiate a networking conversation.

IMPORTANT: you may need to follow up on your initial message as people can easily get bogged down with emails or it could have gone to their junk folder. If you do not hear within 3 to 5 days, follow up with another email inquiring if they have received your initial email. **Dartmouth Career Network Sample Email**

Subject Line: Dartmouth Career Network

Dear Mr. Smith,

I came across your name through the Dartmouth Career Network as an alum (working in X field or for Y organization) or (majored in Z program). I am currently a (note your academic year and what you are exploring, investigating occupations, considering graduate school, researching particular employers, etc.) and was hoping for the opportunity to talk with you and learn more about your experience post-Dartmouth and at X-organization, if your schedule allows.

I look forward to hearing back from you and the opportunity to connect in the near future. I am available by email and/or cell (123-456-7890). Thank you in advance.

Sincerely,

Jane Doe

LinkedIn Network Sample Email through a Message

The screenshot shows the LinkedIn interface for sending a connection invitation. At the top, there is a search bar and navigation tabs for 'Add Connections', 'Colleagues', 'Alumni', and 'People You May Know'. The main content area is titled 'Invite Leslie to connect on LinkedIn'. Below this, there is a section 'How do you know Leslie?' with radio button options: 'Colleague' (selected), 'Classmate', 'We've done business together', 'Friend', 'Groups', 'Other', and 'I don't know Leslie'. A dropdown menu next to 'Colleague' shows 'Assistant Director at Center for Professional Developm'. Below this is a text area for a personal note, which contains the following text: 'Hi Leslie, I hope this note finds you well. It was a pleasure meeting you during Winter Carnival. I was hoping to talk further about your role at Dartmouth College and your work prior to the College. I look forward to connecting with you. All the best, - Kate Yee'. At the bottom, there is an 'Important' note and a 'Send Invitation' button.

Referral Networking Email – Professor

Subject line: Referral from Professor Wright

Dear Ms. Adams,

John Wright, my Psychology professor, encouraged me to reach out to you to learn more about your work with the National Institute of Health. As a Psychology major, I have a growing interest in the health field and in particular how I can expand my research interests beyond Dartmouth. Professor Wright shared with me your recent research being published on health challenges in low-income communities. I would greatly appreciate the opportunity to talk with you and learn about your post-Dartmouth experience and any advice you have for me as a student looking to enter the health field. I look forward to hearing back from you.

Sincerely,
Sarah Miller

Referral Networking Email – Family/Friend

Subject Line: Referral Follow-up from Mr. Smith

Dear Ms. Johnson,

My name is Eliza Smith and I am a member of the Class of 2016 at Dartmouth and also the daughter of Joel and Marianne Smith. While talking with my father last week, we discussed in depth my interest in learning more about the field of Environmental Consulting. I am planning to declare my major in Environmental Studies as the coursework not only interests me but I've always had a strong passion for environmental issues and being at the forefront of change. With that, my father noted that you two recently spoke and further encouraged me to reach out to you for an opportunity to setup an informational interview. If your schedule allows, I will be in the Washington DC area the first three weeks in December for my winter break and would greatly appreciate the opportunity to meet in person and learn more about your role with the Environmental Working Group.

Thank you in advance and I look forward to hearing back from you. Have a wonderful day.

Kind regards,

Eliza Smith

Cold Call/Email Inquiry

You can use the cold call method if you have no mutual contacts within a particular organization or field. Your first step would be to identify a contact through the organization, either within a department of interest or the head/leader of the organization. If you cannot identify anyone to contact through email, I would call the main line of the organization (typically found in their "Contact Us", "About Us", or "Our People" section).

Cold Call Email Inquiry

Subject Line: Dartmouth College Student Inquiry re: Fleur Museums

Dear Mr. Roberts,

My name is Tiffany Smith and I am a current student at Dartmouth College majoring in Art History. Through recent online research I came across your organization and was thrilled to read about the innovative work the team is doing at Fleur Museums, in particular the new exhibit series on post-colonialism in Africa. As a student with a growing interest in museums and curatorial work in particular, I was hoping for the opportunity to speak with you or a member of the team to learn more about all the great work that is being done at Fleur Meuseums and what advice you may have for me as a current student wanting to gain more knowledge and exposure to the field.

Thank you in advance for your consideration and I look forward to hearing from you. I am also available by cell phone (123-456-7890)

Sincerely,

Tiffany Smith

Cold Call Phone Inquiry

Sample way to approach call:

"Good morning, my name is Tiffany Smith, I am a current student at Dartmouth and through online exploration came across X organization. I was hoping to learn more about the organization and the potential opportunity to speak with someone about their role and any advice they may have for me as a student interested in learning more about the field of microfinance."

During the Conversation with a Person in Your Network

Having prepared, you are now ready to dive into the conversation itself. Below are some general principles of an outline to guide the flow of your discussion, as well a list of additional suggestions designed to help you maximize your impact and get the most out of the interaction.

General Principles

Networking is something you already do on an almost daily basis. Chances are you have already had numerous conversations with peers regarding class recommendations and club activities, with professors on research guidance, with academic advisors, coaches, former employers, and so on. While reaching out to someone you do not have a ready-made connection with can sound intimidating, but these conversations and exchanges are not *much* different from what you already do naturally. Here are eight key principles to keep in mind, when networking for careers or future-oriented opportunities:

1. **Prepare!** Networking conversations are focused and goal-oriented, and draw heavily on your advanced preparation (see previous section on "Before You Reach Out to an Individual"). The more you prepare in advance and refine your objectives, the more productive—and enjoyable—the conversation will be. Not only will you obtain better information; you will also make a stronger impression. *The golden rule of networking conversations is that they need to build on your research.*
2. **You set the agenda.** Your role in the conversation is to introduce yourself, set the stage and ask the questions. The other party may be supplying most of the *content* (in the form of responses to questions, suggestions, and narratives about their expertise), but you are responsible for the bulk of the *process* (in the form of an "elevator script," a statement of purpose, smart questions, and wrap-up/next steps).
3. **Listen more than you talk.** Follow the 80/20 rule when networking. That is, listen about 80% of the time, and speak 20% of the time. The exact ratio will vary depending on the conversation, but keep in mind that you should listen *more* than you speak. Think about the interactions between a host and their guest, whether it is on NPR, late night television, or a news program. In essence, you are the host—you set the scene, tee up questions, and interject/respond as needed.
4. **Be punctual and respect timing.** Punctuality demonstrates that you value your time and that of the other party, that you are responsible in keeping commitments, and that you can manage yourself well. Arrive for face-to-face meetings roughly ten minutes early so that you can get checked in and settled. For calls, dial within a minute of the scheduled time. Secondly, confirm the amount of time available before starting and stay within the allotted time.
5. **Think of it as a two-sided conversation.** Networking is about conversations—not interrogations! While your primary objective may be to ask questions you should also be able to discuss the field and the organization with some proficiency. Demonstrate your interest in what the other party has to say by asking follow-up questions, engaging in their responses, echoing key points, and—if/as opportunities arise—engaging in dialogue about non-work interests and connections. Be ready to *answer* questions as well—particularly questions such as "tell me about yourself" or "why are you interested in this field?" Lastly, consider leveraging "common ground" by talking about shared experiences, including those emanating from Dartmouth.

6. ***Listen for social cues to guide the interaction.*** Everyone has a preferred communication style. You will have the most productive conversations when you can meet the other person on their terms. Listen for cues: if the person starts with personable "get to know you" questions, respond in a similar manner. Conversely, if you sense the other person wants to dive right into business, by all means do so. As a general rule, however, keep in mind that it's hard to go wrong by keeping the exchange more professional than personal.
7. ***NEVER start a conversation by asking for a job or internship.*** For any organization, taking on a job candidate or intern is a big commitment. Asking for a position before you establish rapport and demonstrate your credibility is almost always guaranteed to fail. In fact, direct requests are generally frowned upon. See Step 4, in the "Discussion Flow" section below, for advice on introducing internship opportunities into the conversation.
8. ***Take notes and update them immediately afterward.*** Networking conversations often include subtle points, detailed advice, and recommended action-items. Write these down as they emerge. Immediately afterward, flesh out your notes and organize the information into a usable format.

Discussion Flow: A good networking conversation will be warm, thought-provoking, and professional. By no means is there a mandatory script to follow. However, it *does* help to craft an organized, focused agenda. Below is a basic format to guide your networking conversations:

1. Introduce yourself and your reason for reaching out

- ***Express your gratitude for their time:*** Thank the other party for their willingness to meet with you. If you are meeting face-to-face, a firm handshake and good eye contact are important. Dress is too: as a general rule, business casual is preferred, though for some fields you may want to dress as you would for an interview. If meeting over Skype, dress and eye contact are also important.

"Hi Ms. Patel, this is Tanya Bryant from Dartmouth College. How are you? Thank you for setting aside some time to speak with me today. I've been looking forward to our conversation."

- ***Give a brief "elevator script":*** In a few sentences, introduce yourself and give a brief overview of your interest in the field. You can always expand this throughout the conversation, so it does not have to be lengthy. A basic, three-part structure is to give your class year, your major or interest area, and a brief overview of your interest within the field. It should answer the question, "what motivates your interest?"

"I'm a sophomore majoring in history and government. I've had the opportunity to do some coursework pertaining to foreign policy (an introductory course and two seminars on regions in transition) and I've enjoyed it so much that I'm now exploring careers in that field."

Or

"I'm a sophomore majoring in history and government. Last term I interned with the International Rescue Committee and opened my eyes into how much foreign policy can impact individuals, especially in developing countries. After that experience, I made it a point to start researching foreign policy and I found it's a field that resonates with me."

- *Lay out a game plan: Confirm the length of time available, explain why you reached out to them, and sketch out an agenda or objective:* Preparing an agenda in support of your objectives is a critical step. It should reflect your research—in fact it should *demonstrate* that you have already done your research and you are prepared for a higher-level conversation. *Appropriate* agendas include:
 - Insight and advice regarding career path
 - Firm-specific hiring processes or workplace culture
 - Insight into a specific hiring opportunity
 - Field-specific professional development advice
 - Research questions and topic-specific advice
 - Requests for suggested contacts.

Inappropriate agendas include:

- Off-the-bat requests for a job or internship
- Information requests that are easily answered via your own research
- Requests that place an inordinate burden on the other party (e.g. "I'm not sure what to ask—maybe you can just tell me about your job" or "Will you give me feedback on my resume if I send it to you?").

"It looks as though we have a half-hour set aside to talk. Does that still work for you? I reached out to you because I've read a number of policy briefs published by the Council on Foreign Relations, and I found them extremely helpful for two research papers I wrote: one on Eastern Europe and the other on the Arab Spring. Prompted by that, I started researching CFR and other foreign policy think tanks. When I found your name on the Dartmouth Career Network and saw you worked at CFR, I was eager to reach out to you. My main objective for the call is learn about your career progression, especially your time at CFR, and to get some guidance on what I could be doing now, as a sophomore, to prepare myself for a career in that field. In terms of an agenda, I have about six questions about your career, about think tanks in general, and about CFR specifically. Perhaps we could start by..."

2. Ask incisive, researched questions

- See Appendix B for a list of suggested questions. There are two key questions that you should consider asking toward the end of every networking opportunity. Those questions and suggested variants are:

A question about action-steps:

"Based on our conversation, if you were in my position, starting today what steps would you take to further develop myself as a viable candidate for a career in this field?"

Or

"When you reflect back on your time at Dartmouth, what advice do you wish you received that would have, in turn, helped you in this field?"

A question about further contacts:

"Based on our conversation, who else do you suggest I reach out to?"

Or

"Given my interests, are there other individuals I should contact or professional associations I should join?"

3. If your intention is to discuss internship or job opportunities, do it only *after* you have a substantive discussion based on your questions.

- As mentioned above, asking for an internship before you establish rapport or demonstrate your credibility is a complete nonstarter: you will most likely offend your contact, even if he or she does not show it outright. However, there *are* ways to discuss potential internship opportunities in a productive manner.

To do so, first make sure your entire networking conversation:

- *Demonstrates responsibility* by orchestrating a well-researched and fluid conversation in which you are able to contribute as well as ask questions.
 - *Conveys interest and enthusiasm* by articulating your passion for the field and willingness to learn.
 - *Alludes to your experience* as it relates to field's content (specific content, prior exposure to the field, your knowledge of pertinent issues) and desirable processes (research, organization, team leadership and collaboration, etc.)
- Secondly, express your interest in furthering your work in the field and contributing to ongoing projects.
 - Third, raise the topic indirectly, as a broad inquiry, using language such as "possibility," "opportunity," generally, "guidance," and so on.
 - Fourth, if they are personally unaware of any opportunities, ask if they have any suggestions for further outreach they would be willing to introduce you to.

Acceptable questions pertaining to internship opportunities include:

- *"Has your company ever hired interns for the kinds of projects we're discussing? What is that application process like?"*
- *"With interns who have worked at your organization in the past, what qualities and attributes make them successful contributors?"*
- *"One of my goals is to secure a summer internship opportunity that would allow me to assist in this type of work and gain more hands-on experience. Do you have suggestions for people I might reach out to—in your firm or in the field—who might be able to provide information on this?"*
- *"Based on our conversation, do you have any advice on steps I could take to make myself more marketable for internships that would give me exposure to this kind of work?"*
- *"I continue to be extremely interested in the kind of work your organization does. Would it be appropriate to ask you if I could send you my resume, in case you decide to take on an intern?"*

- One notable exception to this approach is if you are discussing a published internship opportunity with the contact person. Here, it is appropriate to express your interest in the position as part of the agenda-setting phase of the conversation, and to structure part of the conversation around questions

pertaining to the opportunity. In this circumstance you are best to frame the conversation around the selections process, key attributes of previously successful candidates, questions around outreach, and so on. In other words, in these conversations, be "information- and context-seeking"—not "position seeking." Let the other party take the lead on the most appropriate way to pursue opportunities at their firm.

4. Wrap up the exchange by clarifying outcomes and next steps

- Conclude with a brief wrap that summarizes key insights and outcomes and clarifies any action-items resulting from the conversation, including next steps. Wraps need not be lengthy—you are simply reiterating key points in a way that gives the other party an opportunity interject if need be. A good wrap will do three things:
 - Acknowledge the value of the conversation, often by citing key insights.
 - Give an overview of what your planned next steps are.
 - Confirm the other party's obligations, if any.

"Ms. Patel, this has been an extremely helpful conversation. In particular, I'm struck by your advice to take some additional coursework on macroeconomics and international law. This afternoon I'm going to see what course offerings are available to me. Meanwhile, thanks for your offer to introduce me to Yusuf Rahman. I'll send you an email with my contact information as soon as we're off the phone."

Or

I really appreciate your insights on entry-level opportunities to get involved in foreign policy research. You've identified three things I need to follow up on: reading CFR's Task Force Report on Crimea, taking a macroeconomics course, and the upcoming conference you mentioned. Meanwhile, thank you for offering to share my resume with your colleagues. I'll email you a copy of it, along with a brief statement of interest, as soon as we're off the phone."

5. End by thanking the other person for their time and assistance.

Immediate Follow up and Maintaining/Cultivating the Relationship Further

Thank You to a Networking Contact after Initial Meeting

Whenever you have contact with someone in your networking circle who is directly related to your job search and career, send that person a thank you letter. Thank him or her for their time and effort put into helping you and for any information that you took away from the conversation (by e-mail or hand-written letter).

- *Send a Thank You note by email within 24 hours*

Subject: Thank you for your time.

Dear Ms./Mr./Dr. X:

Thank you for taking the time to speak with me about career paths in publishing. I learned a great deal about Simon and Schuster from our conversation. It has further increased my interest in pursuing a career in publishing. I also enjoyed hearing more about your graduate studies in publishing at Columbia.

I plan to take your advice and contact Sally Smith at XYZ Company for more information about the publishing industry. Thank you for suggesting that I mention your name in my email. I will keep you updated on my progress and plans.

Again, thank you for being part of the Dartmouth Career Network. I truly appreciate the assistance you have been able to provide.

Sincerely,

Annie

- *Keep a "Networking Log" where you capture pertinent information & tidbits (See Appendix C)*

Maintain a record of contacts; you can easily search on keywords when you need to. Memory is very fallible, and a searchable spreadsheet of information will help you stay organized and look more professional and organized to your network contacts. Furthermore, you will be able to avoid the embarrassing times of contacting the wrong person when following up on an idea, concept or news piece.

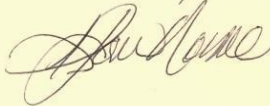
- If you can easily identify the location of their work/office, then follow up with a handwritten note or card: you do not need the best penmanship to write a note or card, however, take your time to ensure that it is legible. If you are unsure what to write, then make up a draft on a sheet of paper to avoid making mistakes on the note or card you send.

Your Name
Address
City, ST, Zip
Date

Dear Ms./Mr./Dr. X,

Thank you for the telephone call on (date). Through further reflection on our discussion I have come to appreciate some of the idiosyncracies of the publishing industry.

I wanted to express my gratitude to you for taking time out of your busy schedule. I look forward to meeting you in person one day.

Take care,


MAINTAINING/CULTIVATING THE RELATIONSHIP

- **Reach out again when something arises that reminds you of the contact.**

- *Mutual interest*

Subject: The Grand Canyon.

Dear Ms./Mr./Dr. X:

I recently had an opportunity to fly over the Grand Canyon. I was reminded of how you explained its formation to me. It was interesting to see the evidence of the erosion from the sky; now I am trying to figure out a way to get there on the ground. Have you had an opportunity to visit it more recently? I remember that you had hoped to take your daughter there.

Thank you again for your time last month, it was very informative and I have had some great conversations since then with XXX & YYY whom you recommended. I am all set up for an internship this Spring with ABC Firm. I will let you know how it goes.

Take care,

Annie

- *Course information that you understood better from conversation*

Subject: ENG 10 & our conversation

Dear Ms./Mr./Dr. X:

We had a guest speaker in ENG 10 the other day, Mr. XYZ, and it reminded me of our conversation. He recommended that all students increasingly expand their ability to speed read in order to maximize their exposure and comprehension of the vast array of information being uploaded these days. This wasn't a new concept to me, thanks to you. However, some of my classmates were taken aback and are only now processing this information.

Once again, thank you for the time you took to speak with me a few months ago.

Take care,

Annie

- *Sharing articles or information from news*

Subject: Newsweek article on the Publishing Industry

Dear Ms./Mr./Dr. X:

I recently read a Newsweek article online that the publishing industry is taking a hit because of the availability of self-serve publishing software that has become popular over the last few years. I am curious what you may have to say in regards to this. The piece discussed how this will change certain career trajectories. But how quickly do you think the newer publishing technologies will make a difference?

Here's a link to the piece: www.newsweek.com/a;ljdkfj;aldfkjd/

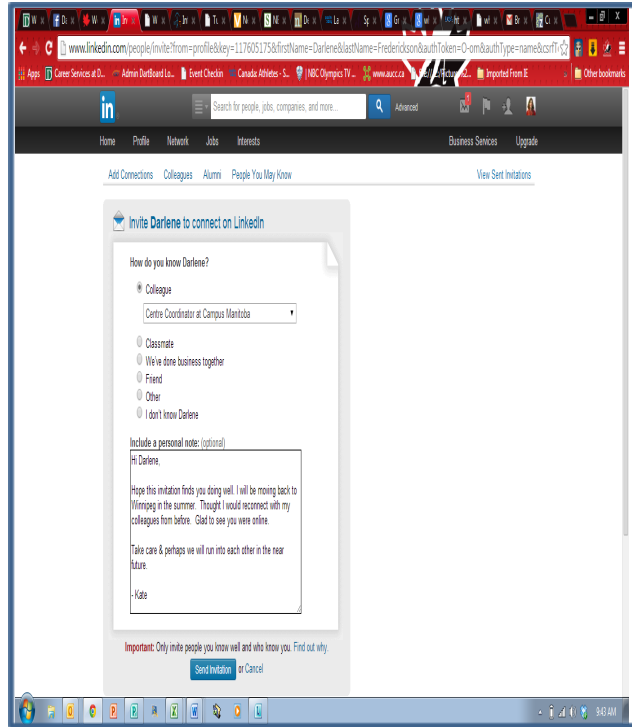
If you have the chance to read it, I would appreciate having your thoughts. Thank you and take care,

Allan

- ***Other areas of conversation may include:***

- Meeting with a mutual acquaintance
- Same professors at Dartmouth
- Similar hobby interests
- BUT, whatever topic you deem appropriate to continue the conversation; *always* make sure it is a mutual conversation, not one that will only reward you.

- **Connect with them on LinkedIn – personalize the message!!!!**



DO NOT use the generic request to connect message. Always provide some framework for why you want to connect and/or where you met them.



- **Follow up on Action Items**

- Contact the person(s) they suggested (contact Sally Smith at XYZ Company for more)

Subject: Informational Interview request re: Career in Publishing Industry

Dear Ms. Smith,

Ms./Mr./Dr. X suggested I reach out to speak with you about your career path and current role in the publishing industry. The work and impact associated with your position sounds to be very interesting to me. I would really like to learn more about how you got there, as well as what you do on a daily/weekly basis.

I am currently a sophomore at Dartmouth College seeking information on how to best set up my future terms, activities on and off-campus, as well as how to best position myself for internships. Ms./Mr./Dr. X mentioned that you are more than willing to speak with students about these subjects.

I would greatly appreciate setting up a time when we can speak by phone or Skype. I can be reached by email or cell phone (123-456-7890). I look forward to chatting with you.

Sincerely,

Annie

- Advise contact of such contact & any resulting conversations and/or job actions from that interaction

Subject: Follow up with Sally Smith

Dear Ms./Mr./Dr. X:

I hope this email finds you well. I am writing to thank you for your suggestion to contact Sally Smith at the XYZ Company. She was amazingly gracious and so informative. I am now able to better formulate a plan for my next moves towards positioning myself for a successful approach into the publishing industry.

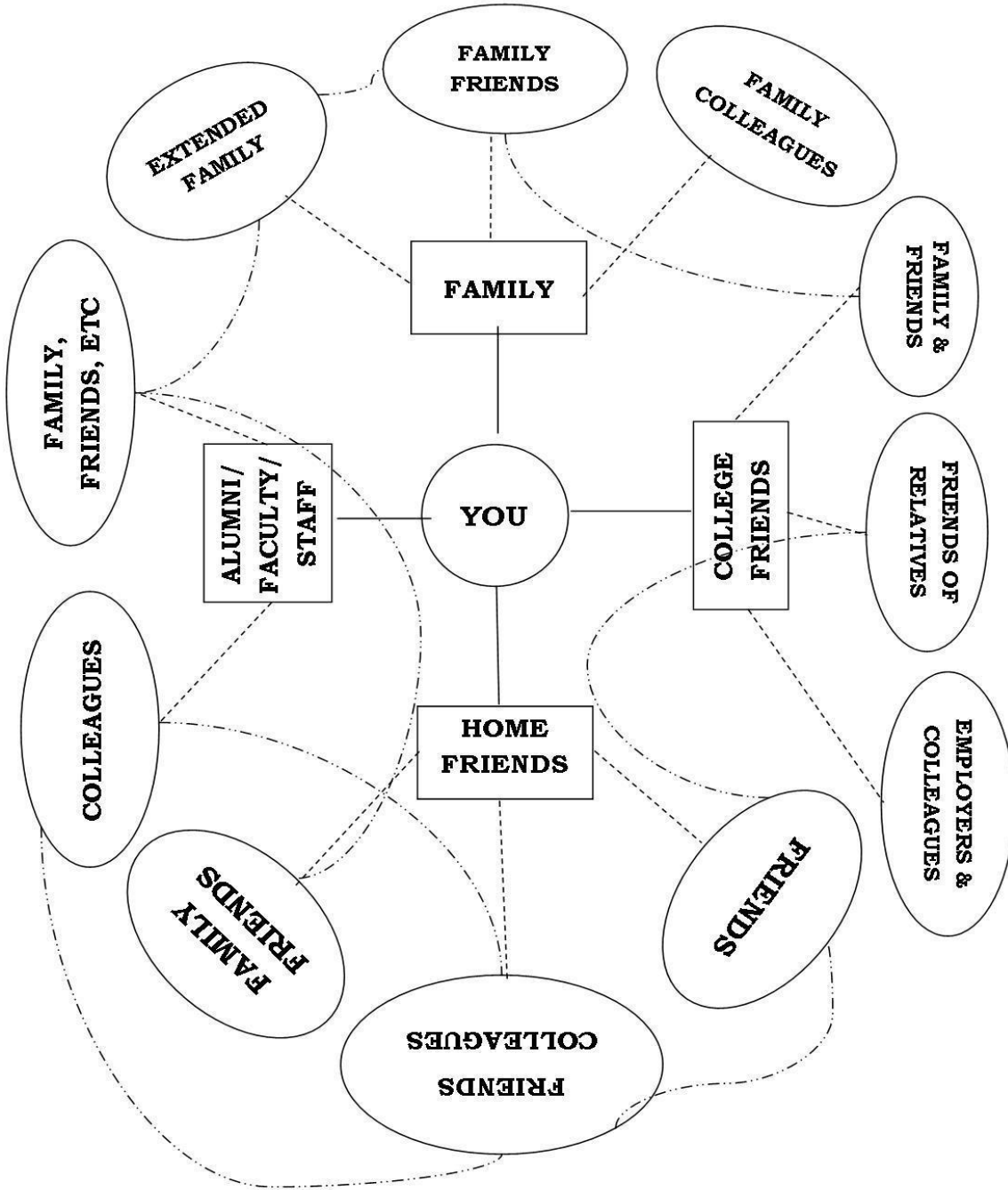
At Sally's request, I passed along my resume to her and she has connected me with a mentor specifically in the genre of publishing I am truly interested in. This would not have happened without you. Please know how much I appreciate your time and interest that you took in my future career.

Take care and I look forward to meeting you in person one day,

Annie

Appendix A

WEB OF NETWORK CONTACTS



Appendix B – Sample of Questions for Networking/Informational Interviews

Many of the following questions could be asking the same type of information. Be sure to ask the questions in your own words. You want the Informational Interview to flow more like a conversation.

Preparation for the Profession

- Which jobs and experiences have been most helpful in preparing you for your current position?
- Will my education prepare me for a job in your field? If not, how can I improve my candidacy?
- What experience or other factor contributed most significantly to your success in this type of work?
- Which college courses and activities have proven most valuable in your work?
- How important are grades/GPA for obtaining a job in this field?
- What kinds of experiences would you encourage for someone pursuing a career in this field?

Components of the Position

- How well suited do you think my background is for this type of occupation?
- Would you describe your tasks or projects that require creativity? (Substitute a skill or interest of yours. e.g., analytical thinking, quantitative aptitude, relationship building)
- Which particular skills or talents are most essential to be effective in your job?
- How would you describe your environment and the people with whom you work?
- From your perspective, what are the challenges of working in this field?
- What other types of organizations hire people to do work like yours?
- What kind of credentials, education, training, prior experience are needed?
- What projects or tasks are performed in a typical week in this job?
- What would be the top 5 skills needed to be a top performer in this job?
- What types of other professionals do you work with, inside and outside your organization?
- Can you refer me to other professionals who are in related types of work?
- How often are new employees evaluated?

Lifestyle Questions

- What obligations does your employer expect of you outside of the work week?
- How has your job affected your lifestyle?
- What type of lifestyle does your job permit?
- How much flexibility is there in your organization in dress, work hours, place of residence, travel, etc.?
- How would you describe the culture of the organization? It's pace of work, workstyles, values, etc.?
- Is it possible for me to job-shadow you for a day or two?

Professional Associations/trends/journals, etc.

- Which professional journals and organizations would help me learn more about your field?
- Can you recommend any trade journals that would give me greater insight into issues/trends in the profession?
- Are there any new trends in your profession that will provide new opportunities?
- What professional associations are recommended?
- Are there trends or changes in your industry that you foresee?
- How does a person advance in your field? What is a typical career path in this field or organization?

Benefits and Professional Development opportunities

- How does your employer support your professional development?
- What type of professional development/ongoing training is available?
- How has your major related to your current work?
- Tell me about your career path and how it led you to your current position.

Job Search Questions

- How did you go about finding your job? (if you're speaking with a recent graduate about an entry-level job)
- Which strategies would you recommend for getting a job in your field?
- Which skills are the most important to highlight during my job search?
- Which criteria would you recommend for evaluating employers?
- With the information you have about my education, skills, and experience, what other fields or jobs would you suggest I research?
- If you feel comfortable and it seems appropriate: Would you mind taking a look at my resume?
- What departments within your organization tend to hire _____(e.g, interns or entry-level employees)? Can you share the names of the heads of those departments?
- What time of the year does your employer typically interview for new hires?
- What qualities does your company look for in candidates?
- What made you choose this employer?
- Can you tell me about the kinds of projects that new hires have worked on this past year in your department?
- Where have you worked before, and in what capacity? Can I contact any of these employers? Do you have contact names I can use?
- What professional associations would you recommend joining in order to network?
- Can you recommend any trade journals with job postings?

Two Key Questions to ask:

- If you were in my position, with an interest in _____, what steps would you take today?
- Based on my interest in _____, who else should I be talking to?

Graduate/Professional School Exploration

When looking at graduate/professional schools, be very cognizant of the years that the person you are interviewing attended. Some elements may have changed since they were there; definitely admissions criteria and such would have changed. Also determine how much they are still in contact with the school. If they return every year to do a guest lecture or such then they are more aware of what goes on at that school than someone who is never in touch with it.

- How did you decide on this program and college/university?
- How competitive is the process of getting into the college/program you attended?
- How would you compare this program to other colleges of similar caliber?
- What key qualities did this college/university look for in candidates?
- Did your Dartmouth education prepare you fully for applying to this program?
- How would you describe the faculty advising and mentoring that was available?
- Was there a practicum component to your program?
- Was assistance available in seeking employment after graduation?
- Do you have any suggestions for how to best prepare for the GRE/LSAT/GMAT, etc.

Appendix C – Networking Log

Create an Excel spreadsheet with enough information to inform your future steps. By keeping this information you will be able to always reach out in the future. Furthermore, when something arises and you want to reach out to a previous contact, but their name eludes your mind, this searchable sheet allows you to accrue a great deal of information without holding it in your head.

Name	Year	Position/Role Title	Company/Firm	Email	Phone	Notes/Key Information
Elizabeth Chaytors	99 / T07	Brand Developer	Boston Beer Co.	abcdef@BostonBeer.com	123-456-7890	Sam Adams; climbed Mt. Rushmore
Ken Bausch	86	Vice President	World Kitchen	asdcdef@WorldKitchen.com	123-456-7890	Corelle; Pyrex; Snapware;

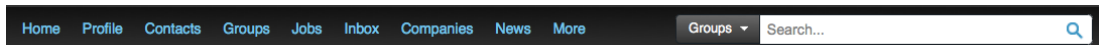
Other types of information you may wish to note: Major; Advanced Degrees; early employers; Institution of Advanced Degrees.

Appendix D - 6 WAYS LINKEDIN CAN HELP YOU ADVANCE PROFESSIONALLY

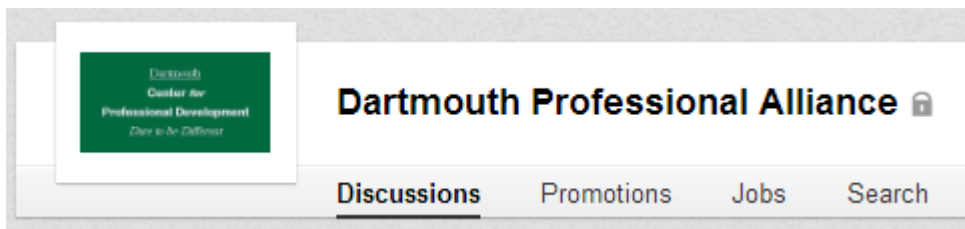
LinkedIn is the world's largest professional networking group with over 175 million members. The following 6 different ways provide you with information on how you can use LinkedIn as a tool to advance your career.

1. Makes Career Exploration and Networking Easier – Join Groups

LinkedIn has over 1.5 million Interest Groups on topics ranging from industry trends and professional associations to college alumni groups. Through Group discussions, you can ask and answer questions, share information, make new professional friends, and simply learn.



Join the CPD office LinkedIn group, *The Dartmouth Professional Alliance* and at least one other group relating to your major or career interests.



2. Allows Other Professionals To Find You More Easily

LinkedIn is one of the top 15 sites most frequently accessed online; it is highly visible in online search results.

Once you complete a profile with your own name and customized URL, your LinkedIn profile will likely be the top search result that others see when they Google your name. Your custom URL is a shortcut to your LinkedIn



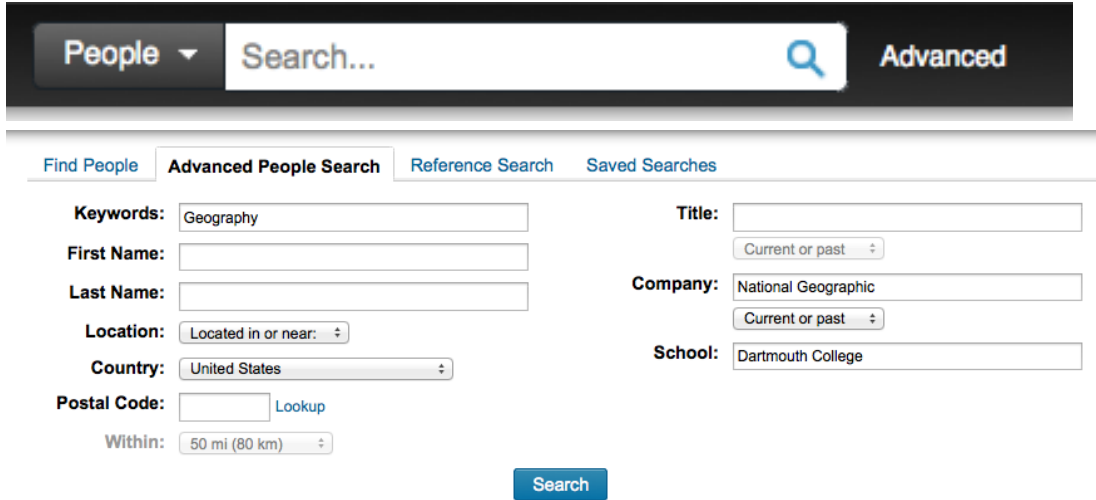
profile – include your URL in the signature line of their email or on a business card. (You can edit your custom URL in the bottom left-hand corner of your profile summary box.)

3. Help Showcase Your Experience

LinkedIn gives you the opportunity to document your experiences and skills in a different format – almost like an alternative version of your resume.

4. Discover More Options Related to Your Interests/Major

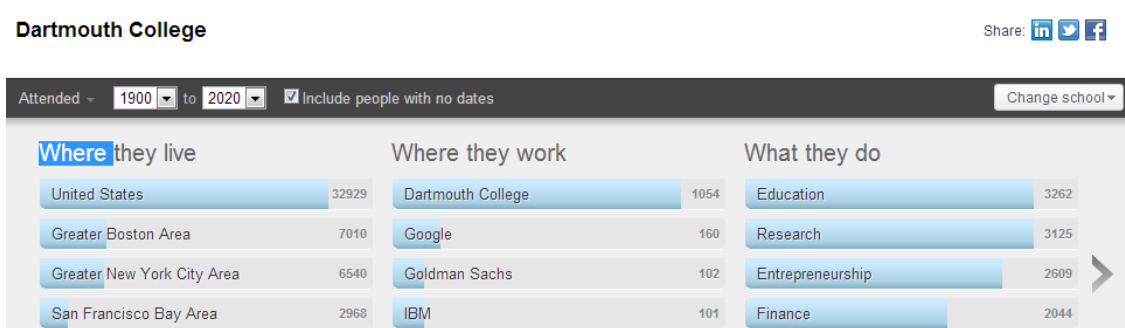
Want to see what others have done in their careers? Use LinkedIn’s Advanced Search features to find companies, job leads, types of careers, and individual profiles. *Check out the profiles of those who hold your dream jobs. The information you find may help you answer the question, “How did you get there from here?”*



5. See Career Paths of Fellow Students and Alumni



The Education tools in LinkedIn allow you to search members of the Dartmouth community by location, employer, industry, major and skill.



6. See Examples of How Others Present Themselves Online

Use Education and Advanced Search to scout profiles of fellow students, interns, and others who have work experience similar to your own. Get ideas on how to present your own skills and experiences, **but** use your own words to present your own experience. To create your LinkedIn Profile, see our handout “6 Steps to a Great LinkedIn profile.”

Appendix E – Advanced Networking

This is a real example of how a student, after establishing a strong connection with a professional, then turned it into an Internship opportunity. (*Names and places have been changed to protect identity)

Subject: Just Checking In

Hi Bruce*,

I just got back from my trip around California* a few days ago. You were absolutely right; Santa Cruz is a beautiful place. I didn't have the chance to check out Monterey Aquarium, but it's on my list for the future!

Hopefully you are keeping busy and enjoying your work. I guess it's just about to start warming up which will make field work a little easier. I was looking at the Internships section on the ABC Company page and couldn't find a link to apply. I understand that you worked with them for a while, do you know more about this program? Specifically who and when they hire or who I could talk to for more information?

Thanks a bunch!

Annie

Bruce replied:

Hi Annie ...thanks for your vacation update....sounds like a blast! Good for you!

I am cc'ing this email to an ABC Company friend, John who may be able to help you with the intern program this year. Hopefully, it works out for you. If they only offer internships for a few days/week, I could probably keep you busy another day. Take care!

Bruce

Another email followed:

Subject: Re: Just Checking In

Thanks Bruce for forwarding this along to me!

Annie,

I am so excited you're interested in our intern program! We usually hire one or two interns each summer based on work load and availability of the students. The majors range anywhere from However, you will get to work with every discipline here at ABC Company. I have cc'ed Matt & Kathy on this email (the internship program leaders) and if you are interested please forward us your resume!

Thanks and talk to you soon.
John

Annie sent the resume to John – here's the reply:

Subject: Re: Just Checking in

Annie,

Wow, I am very impressed by your resume. I forwarded your resume to our HR director immediately recommending you as a candidate for our intern program. I will also talk with Matt and Kathy right away to consider your resume in their selection. Usually, our interns are water-resource focused, but let me see if I can shake things up a bit.

John

This email doesn't mean that Annie has the internship; she will still likely have to be interviewed, but she has at least got their attention and is on their radar. Now it is up to her to wow them in her interview in order to secure an internship.

Essentially, Annie kept in touch with Bruce, as well as remembered information he spoke of, and shared her own information to Bruce about what her aspirations and interests were. She did research before reaching out to him so Bruce knew how much she was interested in the field of work. Therefore, he was willing to help her out because of a mutually cultivated relationship.

When it was time to look for an internship, if Annie had *not* gone to the website to check for listings, OR had asked him straight out to help her get an internship, he would not have been as likely to help. As Annie was trying to help herself, he was then willing to step in to assist. Then when John, Matt & Kathy saw her resume, it had a much greater impact because of Bruce's input on the matter.

The key here is: Annie cultivated the relationship with Bruce before asking for his knowledge and/or assistance.