

A Guide to Networking

Pacific Lutheran University Career Development

Networking is a crucial part of any job search. Networking involves staying in touch with people to share career planning ideas and track job openings. Many jobs are filled through networking.

Here are some ideas to create your network:

- ◆ **Start by listing people you already know.** List names of potential contacts who could help you define your career or land a job.
 - ◆ Family and their friends
 - ◆ Friends and their families
 - ◆ Voluntary Affiliations (clubs)
 - ◆ Teachers, Advisors, Coaches
 - ◆ PLU Alumni
 - ◆ Former Work Colleagues
 - ◆ Professionals

Include name, phone number, and email address on separate 3x5 cards or on a computer file. Whenever you speak to a person in your contact list, write brief notes detailing your discussion and any further actions you plan to take for follow-up.

- ◆ **Be open to making contacts.** Consider everyone you meet to be a potential contact. Look for things in common; for example, you could both be searching for a job.
- ◆ **Create a 30-second commercial.** Develop a short statement of your career goal that you can easily share with people. For example: “After I graduate, I plan to work in the travel business. I’m looking for an internship in a travel agency that helps business people arrange international trips. Do you know of any agencies that take interns?”
- ◆ **Follow up.** Networking uncovers “leads”—companies with job openings and people with the power to hire. You might benefit from sending a letter and resume or making a five-minute call.