

Six Steps To Connecting With Professionals In The Job Search

1. **Have a Clear Goal**

- ▶ Be able to articulate what you hope to LEARN from this particular individual in one or two sentences.
 - ▶ Acquire new information
 - ▶ Build new relationships
 - ▶ Eliminate a certain position from your possibilities list
- ▶ Use those goals as the basis of your initial contact, and focus of the interview itself.

2. **Perfect Your Focus**

- ▶ Know who you are, what you want, and what you have to offer.
- ▶ Practice explaining it with precision.

3. **Send An Introductory Note**

- ▶ Brief, clear, & easy-to-read.
- ▶ Lays the foundation for a future call.
- ▶ Your letter/email should tell the person:
 - Who you are (including any "common ground")
 - Where you got their name
 - What you want
 - Ask for just 15 minutes of their time
 - How they can best reach you, or when you will call
 - 3-7 days later
 - Thank you

4. **Call & Discuss**

- ▶ Use a landline whenever possible.
- ▶ Make sure you are prepared to deal with additional issues like:
 - The person who answers the phone
 - Explaining your request
 - Leaving a message
 - What to say to someone who is busy or brusque
- ▶ Prepare scenarios/talking points in advance.
- ▶ Be concise, both introducing yourself and stating your request.

5. **Purposefully Execute**

- ▶ Do your homework on the person & industry.
- ▶ Keep the conversation focused on the interviewees' professional experiences and career field.
- ▶ Be respectful of their time.
- ▶ Ask "The Closer."
 - "Is there anyone else with whom I ought to be speaking?"

6. **Follow Up & Follow Through**

- ▶ Send thank you notes.
- ▶ Track and analyze.
- ▶ Figure out how to stay in touch.