



Networking Action Planner

1 - Set some big-picture goals for your network.

Of course your #1 goal is getting a job, but you need to think about life beyond landing that new job. Here are two reasons why:

#1 - People will be MUCH more interested in talking to you! Every conversation will be easier for you, because you will have more to talk about than just “I need a job.” This is important for you (you won’t feel icky or desperate), and it’s important to the people you’re talking to! If they feel like you only want one thing from them (a job), they are going to be skittish about connecting with you. They will be especially skittish about introducing you to their network. If you’ve got some other goals, you will have something to offer them, too! *For example: I’ve done a little bit of speaking around the world. I want to do more! New people I talk to with the same goal (expanding global business) are THRILLED to connect with me, share our networks and help each other.*

#2 - After you get the job, your strong network will help you succeed in your new job.

The possibilities are endless, really. Set some goals that meet your needs (and realize that your networking goals will very likely change over the course of your career).

Here are some terrific long-term goals:

- Learn about your competitors
- Learn about trends & gain industry insights
- Find a mentor
- Build a network of professionals you can turn to for advice
- Find new friends in your field
- Become an industry leader
- Become a speaker

12 months from now, I’d like a network that delivers this for me:

- _____
- _____
- _____

A little inspiration for you ...

"I asked an IT salesperson I hadn't talked to in TEN YEARS if she knew anyone at US Bank. She immediately introduced me to a VP there. He didn't just reply to her email that same day. He invited me to meet for coffee! He wasn't hiring, but he knew someone who was. He told Joe that I was a great candidate (because he had met with me), and that he should interview me. I got the job! Just 4 weeks later! Thank you so much!" – Lauri P.

2 - Set some targets: Who will hire you?

Imagine waking up every day with an action plan of who you want to reach out to on LinkedIn, or any other place for that matter. It's a beautiful thing to be that focused, and you are about to get there. Not only will you be focused & effective, but something else will happen, too: other people will know how to help you! When they say "How can I help you?" you will immediately say "Oh, I'd love to connect with people like this ..."

It's brilliant, and you will be so grateful you took the time to figure this out.

Who is most likely to hire you? Write their **job title** down.

- _____
- _____
- _____

3 - Set some targets: Who will REFER you to your next boss?

Who is most likely to be able to refer you to those people? Who has great, working relationships with your ideal next boss? Those people will LOVE to introduce you to your next boss! For example ...

A dentist refers new clients to their favorite orthodontist every day. A financial planner refers new clients to estate planning attorneys every day. SALES PEOPLE in your industry love referring great candidates to their clients. When I was hiring IT consultants, for example, I used my network to help my clients. If they said "I need to hire a financial analyst," I would say "I don't do that, but I know someone who does. I'd love to introduce you." I also referred leads to people who sold software systems, because I did not.

Who is most likely to REFER YOU to a hiring manager?

- _____
- _____
- _____