

NETWORKING

Below are some statistics on how Americans find employment: 35% -- Found job through a friend, relative or other associate 30% -- Contacted an employer directly, without answering a specific classified ad 14% -- Answered a job classified advertisement 08% -- Found job through on-campus recruitment or job placement office 06% -- Employment agency or search firm 05% -- State-run unemployment office 02% -- Other As the above percentages indicate, the most effective way of finding employment is by networking. This doesn't mean you should simply ask your friends, family and associates for job leads. In fact, you should use every resource available to you, including networking, answering job classifieds, and registering with search firms or employment agencies. **How To Network** There isn't anything complex about networking. Your simple goal is to try and uncover hidden job opportunities. Remember, less than 25 percent of available jobs are ever advertised. By networking, you are trying to uncover hidden jobs. There are two basic types of networking: contacting those you already know and contacting those you sort of know or don't know. **Contacting Those You Know** (General Contacts) You can begin networking by listing all of the people you know, such as family, friends, relatives, acquaintances, etc. These contacts can be professional or personal, and you do not have to know all of these people well. In fact, if your networking is successful, you're going to be talking to many people you don't know. The best way to get started is to list the names of everyone you can think of in the following groups: (1) Your family members and relatives who are employed (2) Your friends, your friends' parents and casual acquaintances (3) People with whom you have business relationships, such as service providers (insurance agents, bankers, etc.) (4) People you know through your place of worship and your neighbors (5) People in professional associations, alumni associations, and clubs in which you are a member. If you don't belong to any, now is the time to join (6) Present and past co-workers, former bosses (7) If a student or recent graduate, your teachers, professors and instructors After you have compiled your list of names, your next step is to contact them, either by phone, e-mail or letter. It might be a good idea to send your resume to them so they can send it to someone else. But remember, in networking, one asks contacts for information, referrals, and advice, **not for jobs**. The point of this process is that someone will know someone who knows someone who has a job vacancy. As a networker, you are seeking to get to that person. Before meeting with your networking contact you need to compose a marketing plan.

A marketing plan includes:

- Your job objective or objectives.
- Your strengths and skills called a Positioning Statement
- Target Market Criteria—geographic preferences and types of Industries that you are targeting
- Target Companies—Companies that meet your criteria and that you know have the types of positions for which you are qualified.

**SAMPLE MARKETING PLAN Name Address
Telephone Number E-mail address
MARKETING PLAN**

PROFESSIONAL OBJECTIVE: Executive Insurance Underwriting Management

Manage day to day operations of a large, property and/or marine insurance book function that handles complex hazard and exposures. As senior management, develop and supervise underwriters and directly handle more senior risks than subordinate staff.

Preferred functions include: Property Manager Inland Marine Manager Executive Underwriter Territorial Manager Senior Underwriter Underwriting Manager

POSITIONING STATEMENT (This covers the same material that is the Summary in your resume)

Managed a large Property and Inland Marine Book. Produced, underwrote and managed portfolio of \$62M. Territory consisted of 11 field offices and 41 people in ten states. Underwrote risks representing complex hazard and exposures that exceeded staff member authority. Coached, trained and developed field staff. Audited and appraised field performance.

TARGET MARKET CRITERIA

Geographic:

California, Oregon & Washington

Types of Industries: Asset & Risk Management Commercial Property Insurance

TARGET LIST OF COMPANIES

Asset Management Commercial Property Insurance
Pennsylvania Asset Management Group American Business Coverage

Ambulance Fund Passand & Quickson Insurance American Tri-National Group
Porter and Peabody Insurance Crummer & Foster Gladius & Dennison Marshall &
Lennon Inland Marine Management Group C.Y.A. Tilson & Rainer Property
Insurance Casualty Fund Insurance Century Insurance Nippon Goldstein Sea
Cargo Insurance Group

Fox & Bolder Management Group Kresge Insurance America
Brandon & Caufield Insurance Quicksand Commercial Insurance
Peabody Trust Management Pescadero Portfolio Insurance

Bank One Management Group Hillsborough International Group

Allentown Trust and Management LLC Slainte Commercial Insurers Meagher &
Corcoran McDowell & Company Insurance Most networking contacts will not know

of an open position but may very well know someone that works in one of your target
companies. In addition to asking for feedback on your target companies, here are

examples of some questions you might ask a networking contact. "Do you know
anyone who hires people with skills like mine?" "How does one begin a career in . . .?"

"What do you think a person with my skills and background should do to begin a job

search?" "How can I best present my skills and abilities to potential employers?" "Can
you recommend other people for me to talk to? May I tell those people that you

suggested that I contact them?" **Contacting Those You Don't Know** The first step
here is finding out who you want to contact. These should be employers for whom you

would like to work and people you think can help you uncover job leads or give you solid
advice. These names are often gotten from one of your general network contacts. After

you have a list of names, write a letter and ask for their advice or for an interview to
learn more about the company. Remember that your goal in this activity isn't necessarily

to get a job offer, but to get job leads and make connections. If they ask for your
resume, then have one ready. If you have gotten the name from a common

acquaintance, start your conversation or letter with "I was talking to John Doe the other
day and he suggested that I give you a call" or "John Doe suggested that I contact you

for advice on . . .".

Networking Resources

Business and Trade Journals

[BusinessNewsResource](#): Summaries of 1000 journals

[Online Database](#): 1000 business and trade journal reports

[UCF](#): Summaries of 800 business and trade journals

Chambers of Commerce

[Directory of American Chambers of Commerce](#)

[U.S. Chambers of Commerce](#)

Small Business Associations

[DMoz Directory](#): List of Trade Associations

[aBusinessResource](#): Small Business Associations

[BizCountry](#): Links to Small Business Associations

Career Fairs

[BestJobsUsa](#): Search for local, state and national job fairs

[BrassRing](#): Search for local, state and national job fairs

[JobWeb](#): College Career Fair Search

[EOP](#): Career Fairs For Minorities