



Networking

Employment experts agree: Most job openings are never advertised. Searching for a job demands a lot of calling, chatting, explaining, conversing and handshaking. Improving your networking skills can help get you through the door to employers. You will need to devote significant time to networking to uncover unadvertised positions, also known as the hidden job market.

Networking is by far the most successful job-search strategy. In fact, networking has been the most successful strategy for at least five consecutive years, according to a 2013 study by Right Management, global career and talent development. Here are job-search strategies that will improve your networking success.

Understand the Basics of Job-Search

- Review career resources, such as Creative Job Search, at your local Minnesota WorkForce Center or public library
- Take a class in job-search basics through your Minnesota WorkForce Center or community education

Assess Yourself

- Start with career tests and quizzes to identify your strengths and weaknesses
- Use career information tools
- List your accomplishments
- List your transferable skills, which you can apply and use in a number of different job-related roles

Prepare a Strong Resume

- Prepare an objective and summary statement – and limit your resume to one to two pages
- Focus your resume to specific occupational goals
- Include qualifications or achievements, employment history and education
- Prepare multiple, readable resumes and make them scannable

Organize Your Network

- Create a spreadsheet or database, if you have computer access
- Organize business cards
- Create a networking log or customize your own template
- Join networking groups in your industry, city or place of worship
- Attend job fairs to speak directly to employers

Communicate and Follow Up with Your Network

- Stay in touch by phone, mail or email, and let members of your network know what you need
- Always follow up with a thank-you note when you connect with an employer or individual your network has recommended



Making Contact with Employers

The goal of your job search campaign is to meet face to face with employers in an interview. Most job seekers prefer a passive approach: They submit an application or resume and wait. Direct employer contact requires you to take initiative, prepare your strategy, display confidence and demonstrate persistence. This approach is not easy, but it's likely to yield success faster than sitting at a desk answering online ads.

NETWORKING LOG

It's important to document and follow up on all job leads. Use this sheet for keeping track of all your networking activity. Always ask your contacts to suggest other contacts. Keep at it.

Employer Name	
Contact Name	
Address	
Email	
Fax	
Website	
Action Plan	
Appointment Date/Time	
Follow up	
Summary of Conversation/Contact	
Additional Contacts Received	

For more job search guidance, visit your local WorkForce Center.

888-Get-JOBS
(888-438-5627) or visit
mn.gov/deed/job-seekers/job-guide



mn EMPLOYMENT AND ECONOMIC DEVELOPMENT

Our WorkForce Centers are a proud partner of the American Job Center Network.

Upon request, this information can be made available in alternative formats.

Minnesota's WorkForce Centers are equal opportunity employers and service providers.