

"In the *new* economy, you are valued and rewarded for your knowledge and your **network** rather than your seniority or your pedigree"

Love is the Killer App: How to Win Business and Influence Friends

Tim Sanders

“The number of job seekers who find jobs through networking is more than **7 times** greater than those who find jobs by any other single method.”

Jeff Wraley

Owner of Global Recruiters of Zionsville

N^2

Metcalfe's Law

(Originated with the spreading use
of the fax machine)

Your Barriers?

Barriers

- Being an introvert
- Communication
- Everyone is busy, the time factor
- Always asking
- How do I start?
- Who can I network with?

Some Answers

- *Being an introvert:* force yourself to get out, you have to start somewhere
- *Communication:* don't be afraid to ask for help with those close to you, but don't beg for a job
- *Everyone is busy, the time factor:* understand that people are busy, and it takes time to develop meaningful relationships
- *Always asking:* make sure to give and receive in **any** relationship, add something of value, you are unique
- *How do I start?:* get involved, just start, no one will be perfect

Who ~~can~~ should you network with?

- Friends
- Neighbors- current and past
- Social acquaintances, club members
- PTA, Scouting affiliations
- Classmates- from any level of school
- College Alumni in the area
- Teachers and Professors
- Doctor, dentist, etc.
- Lawyer, Accountant, Realtor
- Insurance agent, Stockbroker
- Veterinarian
- Dry Cleaner
- Branch Manager at the bank
- Co-workers and former co-workers
- Relatives
- Professional and Trade Association
- Religious leaders
- Church/parish/religious affiliation members
- Business club executives and members
- Volunteer affiliations
- Parents' friends

Other Tips

- Find a mentor
- Prepare before networking
- Be involved: find a group you connect with
- Volunteer

“If you organize and leverage your relationships as a network, you will generate **long lasting** value, and peace of mind, beyond your bank accounts.”

Tim Sanders