

Networking Top 10 Mistakes

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10 Easy Steps
to get the
Job You Want!

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- 1. Failing to network.** It's a serious miss if you don't network in your job search. If you want access to the hidden job market, you have to make a concerted effort to put yourself out there, get to know people, and have them get to know you.
- 2. Limiting yourself to known contacts.** If you're new to networking, it's great to start with people you know. However, make it a point to broaden your contacts to access new people and opportunities.
- 3. Not having a plan.** Set out some networking objectives and work towards achieving them. Without a plan and some clear idea of what you want to achieve, your networking efforts will be unfocused and ineffective.
- 4. Being selfish.** Networking is about give and take. Having a "what's in it for me" approach will make you unpopular. Reciprocating will help build network relationships, so offer to help people whenever you can.
- 5. Not following up.** If a network contact provides you with leads, be sure to follow up with them promptly. If you offer information to someone, make sure you keep your word. Make following up a habit.
- 6. Not having a personal pitch.** Networking is about marketing yourself. You need to be prepared to tell your story, including what you're looking for as well as what you can offer.
- 7. Being a pest.** Avoid being demanding with your network contacts. They have their own priorities, so don't monopolize their time or their generosity. Keep your communications regular, but not overwhelming.
- 8. Not targeting specific people.** An important part of networking includes cold calling. Identify organizations and people who work in your area of interest, then pick up the phone and call them directly.
- 9. Not using technology.** The internet is a great way to identify people of interest and connect with them. Research some online professional networks, learn how they work, and sign up as a user.
- 10. Failing to show gratitude.** Be sure to thank your network contacts for their help. If they've been instrumental in helping you and a new job, tell them the good news, and continue to stay in contact.

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