

# Networking guide: general overview

For students, networking is an irreplaceable tool in landing internships/full-time offers. It can be the difference between getting an interview or being overlooked. The steps below will guide you in building relationships that open doors and create opportunities.

## Step 1

### Understand the Recruiting Process and Dates

Understand your job field by talking with alumni, professors and recruiters

#### Some good questions:

- What do people in this field really do?
- What are some skills required to do the job well?
- What is the general recruiting cycle for (*Insert industry*)?

## Step 2

### Sending outreach

To build professional relationships we must reach out to professionals in the field (start w alumni)

#### Rules for outreach:

1. Make messages short and concise
2. Always have an updated profile
3. Limit inter-company reach outs
4. Always follow up on unread messages
5. Always send thank you messages

## Step 3

### Hosting the Call

Set up calls with the people you have messaged. Use this initial call to understand more about the professional and their company

#### Sample of questions:

- Has your experience matched your role expectations? What has stood out to you most?
- What are some key skills your firm looks for at a Junior level?
- Why did you choose *company X* in particular?

## Step 4

### Application Process

Keep track of firm recruiting processes through your connections and show interest in open positions.

#### Tips for successful applications

1. Keep your resume up to date
2. Maintain relationships with people at the firm
3. Understand what in interview in that industry looks like, and prepare accordingly

Feel free to DM me questions regarding recruitment, or comment with your email to receive my networking guide!

# Understanding your recruiting process and dates

## Talk to Alumni & Professors

- Ask professors in, or close to the field of interest about their experience or thoughts on the profession.
- Talk to some of your school's alumni in that field about their own experience and path.

## Contacting a Recruiter/HR

Recruiters/HR can be found on LinkedIn. Working in their specific industries, an industry-related intro call could give you valuable perspective.

### **Questions:**

What skills and qualifications are firms looking for regarding this role?

When do applications usually open?

What experience is valuable in this industry?

### **Alumni Q's:**

What is the general recruiting cycle for (*Insert industry*)?

What did your recruiting process look like?

What are some key skills needed for this job role?

What does the interview process look like?

### **Professor Q's:**

What classes are most related to this field?

What clubs would it be best for me to join?

## Online Forums and Blogs

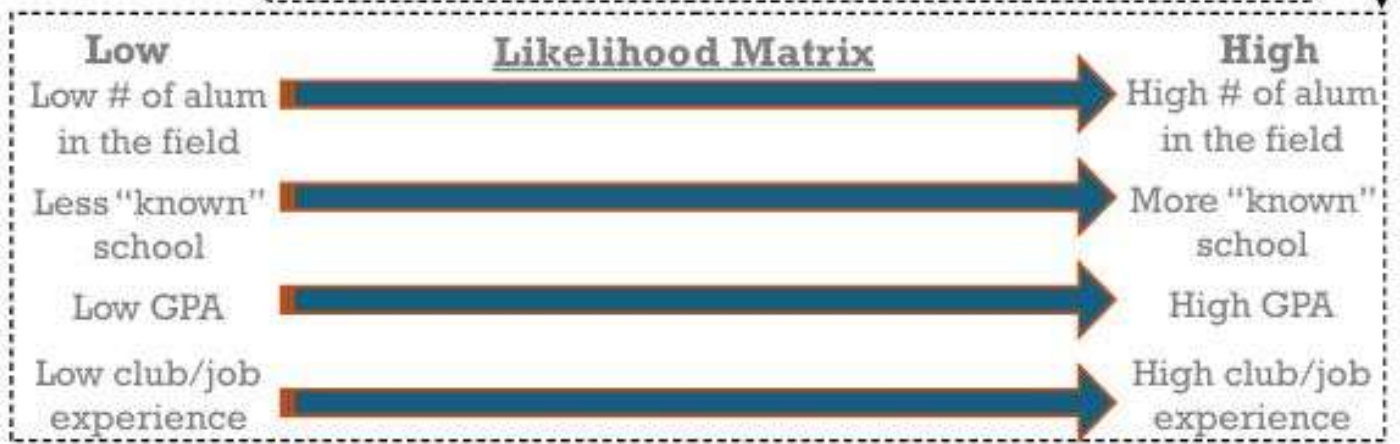
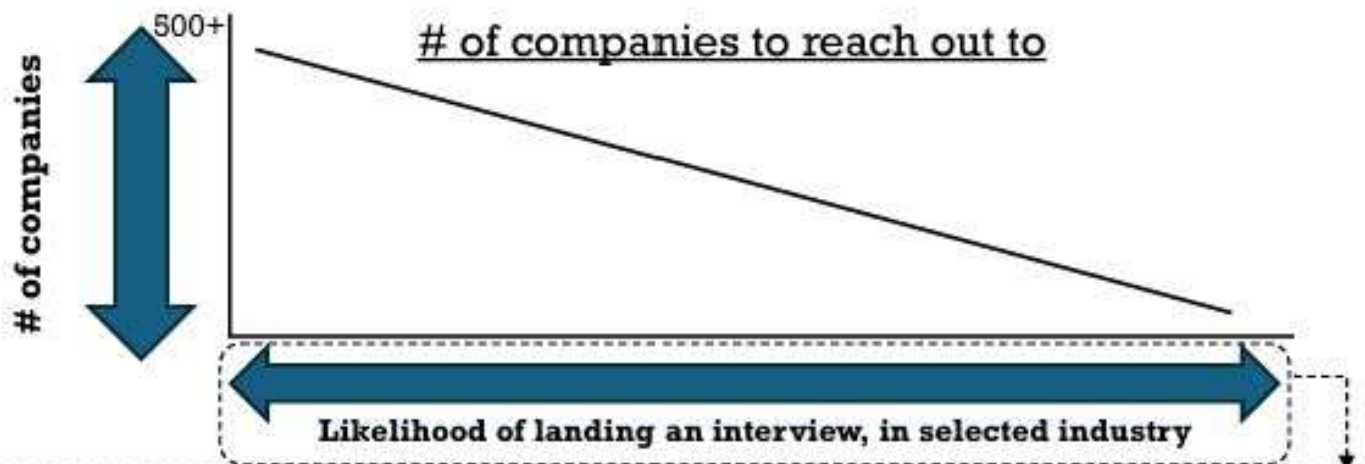
These help build perspective on your industry from people's personal experiences.

### **Sources:**

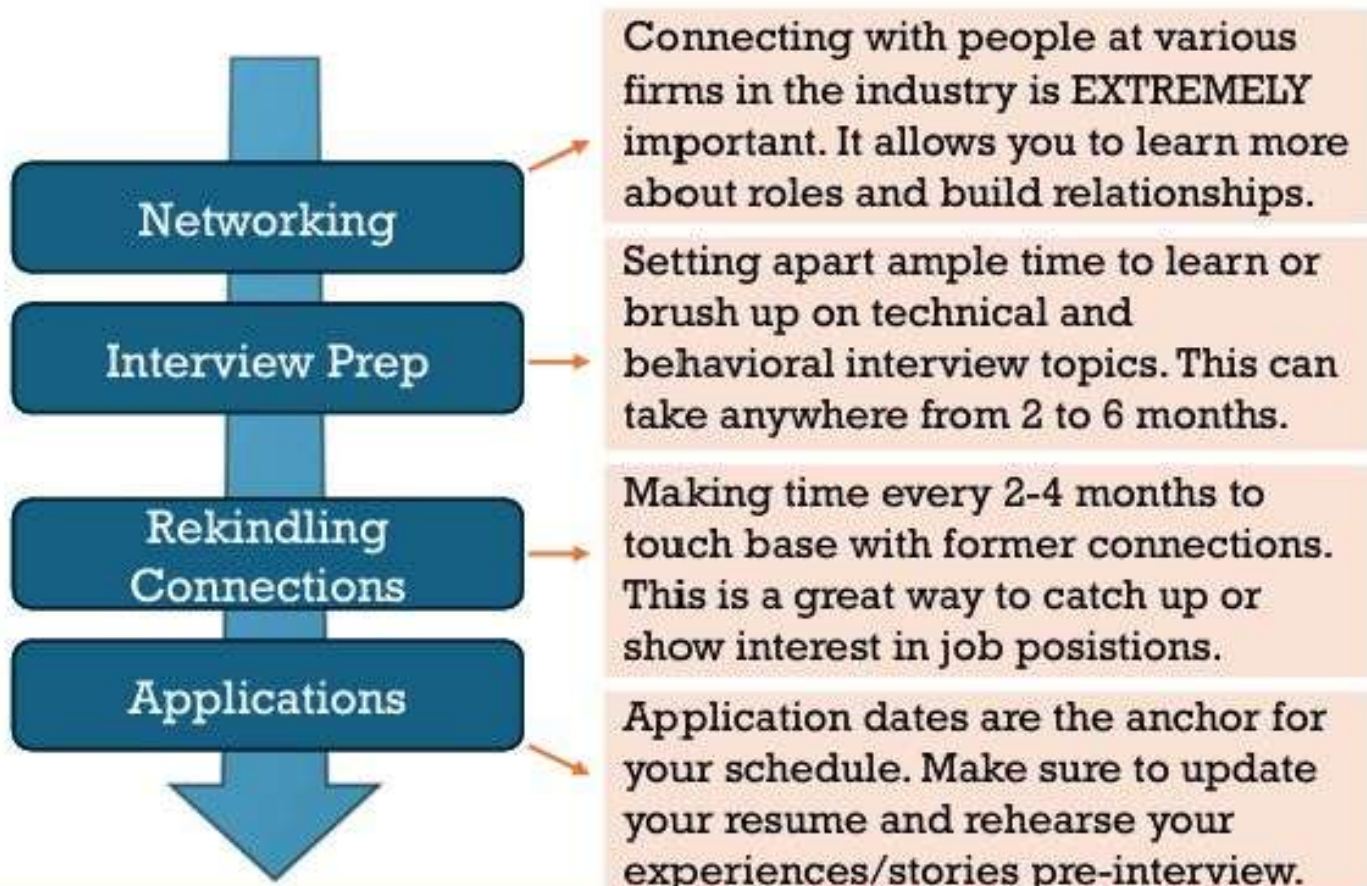
WSO, Reddit

Remember this is a surveying conversation, you're looking to learn more about the field and what the overall process looks like. Try to contact 2-3 people before moving on from this step (and take a lot of notes). If you're not sure what you want to do, repeat this in multiple industries!

# Internships & job application preparation



## Key landmarks for recruiting



# What is Networking?



**Situation 1:** You show up to a party uninvited. You knock on the door, and when the host answers, you say, "Hey, can I come in?" The host looks confused, "Who are you again?"



**Situation 2:** You show up to the same party, but this time you arrive with a close friend who knows the host. "Hey, this is my friend Sarah. We've known each other for years," your friend says, vouching for you. The host smiles and lets you both in.

Think of the party as the interview process. Without knowing anyone on the inside, it can be tough to get in—especially with so many trying. But if you have a friend who knows the host, or a professional who recognizes you're a great fit for the role, your chances of an opportunity improve significantly.

## Methods of Networking

### **Email**

#### Email Pros

- Direct delivery - your messages go straight to someones inbox
- No character limit on messages
- Email is viewed as a formal means of communication

#### Email Cons

- Email addresses have to be guessed, making it harder to find contacts
- Lower response rate
- No immediate profile available
- Inbox overload

### **LinkedIn**

#### LinkedIn Pros

- Easy access to contacts
- Higher profile visibility
- Higher response rate
- Targeted audience - you can keyword search employees/roles
- Mutual connections increase credibility

#### LinkedIn Cons

- Message character limit
- A lackluster profile could negatively impact efforts
- Everyone is not active on linkedIn

# Call Preparation



## Meeting Location

When scheduling the networking meeting, try to meet in person. If they are not available then look to video call, and lastly call over the phone.



## Organization

When scheduling the meeting, make sure you record their email to send a calendar invite via google calendar or zoom.



## Introduction

During a call, after greetings, personal introductions are usually made. Make sure to practice your "Story."

## Questions to ask based on profile information:

**They're a current Employee who interned with the same firm**

"Did you enjoy the intern role?",  
"What skills did the internship build?", "What did you do to secure a return offer?"

**A current employee working at the company for 3+years**

"Why have you stayed for so long?"  
"What differentiates this firm from other similar companies?"

**Any shared clubs, sports or mutual connections**

"How did you enjoy club X?", "I saw you were also connected with X, how do you know each other?"

## Additional questions to ask and why:

**What is the favorite part of your job versus something you don't look forward to ?**

Reveals subtle aspects of the company culture. It also helps you understand highs and lows, giving you a balanced view of the position.

**What are some key skills your team looks for at the junior level ?**

This provides insight into what the company is looking for at a Jr level.

**What do you like to do in your free time ?**

This is a great way to learn about what the person does outside of work and a stronger connection!

# How do I craft an outreach message?

**Hello, Millie!**

**I am a current sophomore in finance who's interacted with business owners utilizing tech solutions! I love a challenge and as a growth-oriented individual, company X's reputation for a strong work environment interests me. I'd love to learn a little more about your experience!**

Structure	Explanation	Example
Use Short openers	Open with a basic phrase, for cordialities. If possible, try to make the message personable.	"Hello Millie" ", "Hello Bob, I hope NY isn't too cold", or "Hello, Bob I hope you've been well"
Start with a quick intro	Present your school and/or major. On LinkedIn, exclude your name to reduce characters. Bonus points for a unique experience or value proposition	"I am a current junior majoring in finance who's interacted with business owners utilizing tech solutions"
Provide a reason(s) to listen (credibility)	Express strengths or experiences relating to the field. It should include some personal strengths and answer a readers "why should I respond to you."	"I love a challenge and as a growth-oriented individual, company X's reputation for a strong work environment interests me"
Close with a purpose	End the message with what you're looking to do	"I'd love to learn a little more about your experience!"

# Call Close

If the call is going well, here are some questions you can ask to express your interest in the firm.

**What does the recruiting timeline look like for your firm ?**

**Are you aware of any firm internship programs ?**

**Is there anyone else you'd recommend I speak to ?**

For this question, the more specific the better

- "I would love to talk to someone more senior, and learn about their perspective from an operational point of view"

After every call and conversation **ALWAYS** send a follow up email, thanking them for their time.

## Reconnecting with Contacts

### Stay connected with your network

It's easy to chat with someone and then forget about them. Make sure you maintain relationships. Send them updates on your current engagements every few months to stay in the loop.

### Rekindle conversation when it is time to recruit

When you see job applications regarding a role you want in the company, use your network! Express interest to one of your contacts regarding the position.

## Stay Organized

### Create a document tracking outreach

As you start reaching out to more people, it is important to organize your efforts in an excel doc. Identify people in a company along with their role, and the last time you reached out.

### Take all notes on conversations in a journal

During in person meetings, or virtual calls **ALWAYS** take notes. Put these notes in a journal and label each conversation, with the persons name, company, and position.