

Networking Checklist

▣ 1. Join Professional Networking Groups

Joining professional networking groups is a networking must. You'll also want to keep business cards and a few resumes on you AT ALL TIMES. You never know when someone may know someone who... A simple google search should yield a plethora of networking groups in your town but if you're still not able to find anything of interest, [Meetup groups are also a great way to start connecting live.](#)

▣ 2. Cold Calling

Cold calling is another great way to spark the conversation with decision makers at your target company. Don't be afraid to pick up the phone and call companies for which you would be interested in working. Aim for speaking with somebody as high up as possible. If cold calling isn't your thing, try starting with, "Hi, my name is ___ and I would love to send you my resume. What email address should I use?"

▣ 3. Schedule Informational Interviews

Another strategy behind cold calling and cold email outreach is that of establishing a relationship. The informational interview is a great way to do this. While the person on the line may not have a position available this very moment, you never know when something will open up. When something does, you'll be top of mind!

▣ 4. Work the Virtual Room With LinkedIn Groups

LinkedIn is where it's at so much so that the above advice is worth repeating. After you have an impressive profile (and only after you have an impressive profile), join as many relevant groups as possible and participate in discussions. This will help you to stand out and become a group influencer. It will also keep you top of mind in the right circles and spread your industry reach. If you're new to LinkedIn or in need of quick guidance for setting up that stellar profile, [you'll want to get up to speed asap and here's a great way to do so.](#)

▣ 5. Establish a Twitter Presence

Twitter can be a very useful tool in sharing your subject matter expertise with the rest of the world, or maybe just a selected few depending on whatever the case may be. You never know who's interest you will suddenly peak.

▣ 6. Recruit a Mentor

It's never a bad idea to have someone in your corner and mentors are great for this! Consider asking someone with whom you've established good rapport in the informational interview or seek out someone you admire in your target industry.

Networking Checklist

▣ 7. Don't Overlook Recruiters

As a former recruiter I've seen first-hand the value of candidates who've made a point to reach out and stay connected to this powerful community. Recruiters know about opportunities long before they are posted on job boards so make a point to connect with as many as you can in your target industry. [Here are a few pointers on how to find and connect with the best recruiters for you.](#)

▣ 8. Re-engage Everyone in Your Network

Your network is larger than you think but you may have to take a trip down memory lane. Use LinkedIn to reconnect with old colleagues, vendors, alumni and anyone you've spent time with professionally so you can apply your unique networking strategy to those in a position to help you. Sure you all went your separate ways, but you never know when an old contact can become a valuable one, depending on where they ended up.

▣ 9. Build a Network of Believers

Showing your subject matter expertise can give you a leg up on the competition. Having blog content attached to your name is a terrific way to get your name established and can quite possibly give you the reputation of influencer in the industry you are targeting. Before you start blogging (or setting up any kind of online real estate for that matter) it's important to know that your online reputation works in three ways: it can make or break you, or be indifferent. Keep your head up in the online world as the digital paper train will last a lifetime.

▣ 10. Unplug in Public

You never know when striking up a conversation on public transportation will turn into a life-changing opportunity. You don't have to be *Chatty Cathy* in every transportation situation, but try making a point to be present and unplugged for take-off and landing where you'll have an opportunity to make eye contact, small talk and even a potential exchange of business cards. Even little acts of kindness like helping with luggage can help to create a great conversation opener and first impression with someone who might be able to help you (or connect you to someone who can).