Networking

Tip O’Neel – “People like to be asked and loved be thanked”
It's not WHAT you know it's WHO you know

75% 
The number of jobs obtained by knowing someone on the inside
The commonality between most all successful people - they used the third door

- First Door - the line for everyone
- Second Door - the line for very rich or celebrities
- Third Door - the person on the inside that can get you in
Finding the “Third Door” Person

IT'S NOT ABOUT YOU!

...it’s about getting to know them, and in the process, they will learn about you
At a Conference or Meeting

- 30 seconds or less!!!
- Practice your elevator speech
- Let THEM talk
- End with your goals
- Follow up email immediately!
Never be afraid to ASK! - Cold Calls (aka Emails)

- Background research is KEY!
- Email introduction from colleague (third door)
- Ask for no more than 20 min - phone call, coffee, lunch
- Be persistent but not a pest - it may take up to 3-5 emails
Dear Dr. X,

I know you're really busy and that you get multiple of emails, so this will take less than a minute to read. [optional]

[Say who you are, and who you work with (add link to your boss's website); establish credibility]

[Briefly state your very specific question and/or request (1-2 sentences)]

I understand if you are not able to respond, but if you could provide another contact or even short one-line reply that would be amazing.

Sincerely,

Y
You got in the door....

- Prep for the meeting
- 3 GOALS
- Advice, opportunities, referrals
- Follow up email w/in 24 hrs
Staying connected

- Create a contacts list/group in outlook - BCC
- Send out regular “article of interest” emails
- Email introduce people once a week for people who share common interests