Networking 101
how to invest in your future

Networking refers to the exchange of information or services among individuals, groups, or institutions and specifically the cultivation of productive relationships for employment or business.

1. The Real Goal of Networking
   • The goal of networking is to cultivate mutually beneficial and productive relationships.
   • It’s important to understand their needs before you tell them about your needs.

2. Setting Expectations
   • You do not need to know the most people, just the right people.
   • Find out what they are interested in, and how you can relate to them.
   • Do not leave networking to chance. Be proactive and create a list of people that you want to contact on purpose.
   • Go beyond your industry. With a broad network, you can be the person that connects with people across industries.
   • Do not dismiss anyone as irrelevant.

3. How to Start a Conversation
   In-person connection
   • Work on your elevator pitch (approximately 30 seconds), with a brief introduction of yourself, interest in and purpose to connect.
   • After initial contact, you can move towards a lengthier meeting.
   • Be natural, engaged and enthusiastic. Listen and learn. Ask good questions.
   Email and Online connection
   • Keep your message short. Use the first email to focus on the purpose and importance to connect.
   • Be sure to provide information on next steps for further connections or discussions.
   • Be persistent, but not bothersome.

4. How to Build Your Relationship
   • Try to provide as much value as you possibly can. The more value you create, the more it will come back to you.
   • Start by focusing on being friendly and confident. This is the number one tactic you can use to build your network.
   • Develop the habit of introducing people. Connecting like-minded people is a powerful way to enhance your network.
   • Ask if people want to be connected.
   • Nurture your current network. Network within the groups that you already belong.

5. Making Networking a Habit
   • Try to contact one person per day or week and track it.
   • Do not take “No,” personally.
   • Make it a point to follow up to develop a further relationship.
   • Did you fail? Try reaching out in a different way. There is nothing wrong with being persistent, but know when to move on.

6. Things to Remember
   • Networking is more about listening to what people say than saying the right things.
   • The best networking opportunities involve real work.
   • Email is easy to send … and ignore.
   • Keep track of all correspondence!

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