

# NETWORK!

A guide to meeting people who know people

Compiled by Thomas the Rhymer for the  
RooshV Forum

## INTRODUCTION

This is mostly a compilation of info I've gathered regarding the art of networking, which is really just the social skill of meeting people who know people. Since this book is a compilation of notes (many of which are cut and paste from posts I made on the RooshV Forum), I apologise in advance for its lack of structure.

I studied networking because I used to be very poor with my social skills and did not have any friends and had poor relationships with work colleagues. This changed with time. Much of the work in this book is just notes that I've made of other people's books/ramblings, and some of it consists of my original insights into networking.

A lot of people who are naturally good at networking will say 'It's not a secret, just be yourself, give value to other people, etc etc.' but for pathologically asocial people such as I used to be, this advice is not that useful. As much as possible, I've tried to break networking down into simple, step-by-step processes that even the most autistic man can follow.

I hope it's useful to you.

Let's start off with illustrating how networking works in the context of looking for work...

## ALPHA MALE VERSUS BETA MALE IN THE JOB MARKET

While I'm not the biggest fan of the Alpha Vs Beta dichotomy, it is a useful tool in describing behaviour. Let's compare how I think an Alpha male and a Beta male would approach jobhunting:

The Alpha male knows that he brings value into this world. He also knows that humans being humans, they're too caught up in their own problems to always recognise his value. The Alpha male knows therefore that he must raise awareness of his value in the eyes of others. The Alpha male also understands there are those who refuse to recognise his value or who will deliberately undermine his value. The Alpha male understands that his value is an asset to an organisation, and he does not engage with organisations that is not willing

to look after its assets.

The Beta male is unsure of the value he brings into this world. Unsure, he looks to others to help validate his existence. He hopes that others will be able to recognise the value buried deep within. The Beta male accepts that being unrecognised or being undermined is part of the human condition. The Beta male sees his job as an asset, which he clings to even if its rewards to him are low.

The Alpha male understands and markets his value. He constantly affirms his right to move up the ranks to bring greater value to himself and the world. He neither does more than he is supposed to (which demeans his value) nor less (for that will not allow his glory to manifest). He knows that the company would sooner promote him than some stranger from outside the company, and he uses that knowledge to negotiate a superior reward in terms of salary as a suitable compensation of this advanced knowledge of the company.

The Beta male feels that it's up to others to recognise his value. He works really hard at his job, hoping someone will recognise his effort. He hopes for a promotion but does not take steps to understand how he can manifest value in a higher position. He becomes bitter and disgruntled that no one is willing to recognise how hard he works. He allows his superiors to take advantage of him by overburdening him with work, which demeans his value to himself and to the world, thereby making the world a worse off place. He may also be a slacker, being paid but somehow managing to subtract value from everyone and everything, unable to do every man's god-given mission: Leave the world slightly better than you found it.

The Alpha male realises that human beings are social animals. The Alpha male seeks an environment where he can work with people who will appreciate the value he gives and who return the value. The Alpha male recognises that every single person around him may be able to be a shining mirror to his value, giving back as soon as they receive. The Alpha male keeps an open mind to every social contact, but does not bother himself when rejected or when meeting someone who is unable to return value - The Alpha male does not expend

energy on these, but rather spends his time and energy and thoughts on cultivating those people who help elevate his own value to himself and to the world. As such, an Alpha male will often receive value-increasing opportunities that diffuse to himself through his network, allowing him to elevate himself and those around him.

The Beta male does not realise that human beings are social creatures, and he expects people to recognise his value simply because he is breathing. He does not take active steps to ensure a social and work environment which breeds value to himself and others. He wastes time with people that subtract value from his existence. He spends time and energy and thoughts on the things and people who make him angry and depressed, and worst of all, accepting of his fate. The Beta male does not receive opportunities through his contacts because he expects people to recognise his value without it having been marketed through a network.

The Alpha male sees a job interview as a formality. He will usually have made friends with either someone on the job interview board, or else with someone who wants him in the organisation and has prepped him for the interview. The Alpha male understands that human beings are fickle, and that the job may be denied him simply because he has a dimple on his chin that some fat lady interviewing him didn't like - to this end, he does not take the outcome of such an interview personally. In any case, the Alpha male is constantly actively searching for new opportunities, and therefore always has several options on the backburner - the loss of one job opportunity is not a disaster to him. He also attempts to maintain contacts or make new contacts via the job interview. This makes job interviewing a mere tool in the Alpha male's networking arsenal.

The Beta male has read endless articles on how to prepare for a job interview. He is brainwashed into believing that the interview is the be-all and end-all of searching for a job. He sincerely believes that he must influence the outcome of the interviewing by turning into some super-employee version of himself that does not really exist. He blames himself for failing a job interviewing, not realising how little influence he really had on the outcome. He stakes

everything on a few opportunities and does a failed interview has potentially devastating consequences for himself. He does not use job interviews as an excuse to network, meaning that new opportunities in that same organisation will never preferentially diffuse to him.

The Alpha male sees a resume as an identity check formality that he must submit to human resources once he has the job (which he managed to secure without a resume through his network). He probably already has made some acquaintances in the HR department and his resume is filed without even being read. It is sent straight to a security clearance company for identity and credential verification, and once his credentials are certified, the resume is never looked at again, except by people who may attempt to poach the Alpha male by offering a better position in another company.

The Beta male agonises endlessly over his resume. He relies on his resume as a first point of introduction to the world of employer's. He has been brainwashed by endless useless articles on jobhunting that a great resume is the way to secure a great job. He is not aware that the primary use of resumes is not to screen in candidates, but to screen them out. He does not understand that in a cybersea of millions of resumes, that no resume will ever differentiate him from all the other faceless jobseekers. He does not understand that no matter how well his resume is written, that the HR lady will gladly throw it in the trash can simply because she is having a bad period and your name reminds you of her ex.

The Alpha male browses help wanted ads in the late hours of the night or early hours of the morning. He does not allow browsing the ads to take up valuable networking, phone-calling, face-to-face meeting time, so he looks at them when most people are sleeping. He sees help wanted ads as a way of taking the pulse of the industries he's researching, identify the most obvious skills shortages on the market. He knows that help wanted ads only show a small proportion of the many opportunities available for work, and that the ads represent companies at their most desperate. He also sees it as a networking opportunity. Should he decide to apply for a specific job, he will first call ahead to try and arrange a face-to-face meeting with someone in the employer's

organisation, both to get a competitive edge in the job application process and to expand his value-creating network. The Alpha male knows that every ad draws a huge amount of responses usually, and that the odds are against him when responding to an ad, but since this is just one jobhunting instrument in his toolkit, he doesn't stress about it. Indeed, the Alpha male spends little time on answering ads, which gives power to the employers, and more time on networking and jobhacking, which gives power to himself.

The Beta male will spend his daylight hours in his pyjamas, scanning newspaper and internet job ads. He will then send in his resumes, not considering for a moment how to hack the process, but blindly just sending them forth. He will grow despondent if no one calls him back. He sits and mopes at home, doing nothing more but passively respond to ads, and he wonders why he can't get a job. He feels like employers have all the power and that he is a sad powerless thing at their mercy.

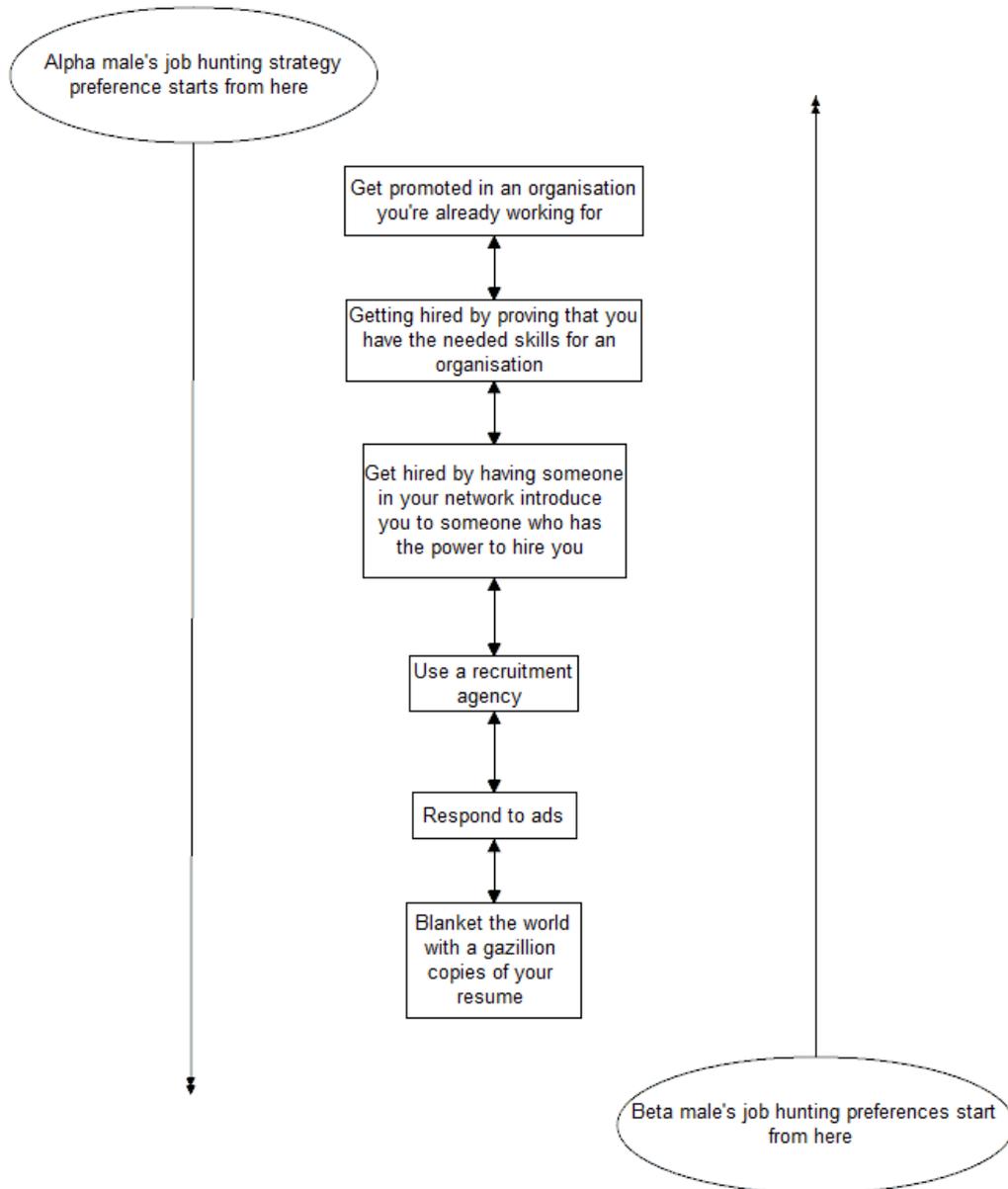
The Alpha male has an idea of what he wants from a job, and those around him know exactly what they are looking for when asked to help. If his contacts cannot help, the Alpha male seeks out new contacts.

The Beta male just wants a job, any job. He blankets cyberspace with his resumes. He asks everyone he knows to help him find a job, but doesn't help them by specifying exactly what he wants. He is helpless when his existing contacts cannot help him. He blames God or government or society for his failure to find a job.

In a nutshell: The Alpha male manifests himself through those aspects of jobhunting that he can control, and prioritises the development of relationships that increase value to all involved; while the Beta male is stuck handing over control to others, and prioritises the same things his masters prioritise: job ads, resumes, interviews.

Here's a schematic I made summarising what I think are the typical Alpha and Beta approaches to jobhunting (somewhat based on a diagram in the book

## What Color is Your Parachute):



## NETWORKING AS A SOCIAL SKILL – THE RULE OF 5

I'd like to stress at this point that networking isn't just for jobhunting, but can also be used to build social circles; whether you are a natural loner or you've moved into a new place where you don't have friends, the same skills that can get you a job can easily transfer to social circle creation.

For social circle networking, I suggest you follow the rule of 5 – find 5 social environments in which you can make friends, and stay in those environments in order to make friends.

Some environments will work better than others for you. You may need to experiment to figure out which environments work better for in terms of friend finding.

An example of a list of five would be :

- Your workplace
- Your church/religious activities
- A boardgame group
- A speaking club
- A coffee shop

You don't necessarily need to be making new friends every time you go into your designated places but you need to be exposed to seeing new faces and new potential contacts on a regular basis. That said, if you have spent a long time at an activity/place without making contacts, you should probably try some other type of activity or place. You may also get bored of certain activities, and you may need to experiment with various groups or activities until you find stuff that you enjoy doing. When you enjoy life, people gravitate to you; don't try to do stuff to fit in with a crowd, you'll find that paradoxically counterproductive.

Five is something of a sweet spot – not so many activities that you are overwhelmed but not so few that you don't develop social skills. Some people are so social that they don't need to do five separate hobbies in order to build up a network; some people love socialising and will have more than five activities that bring them into face-to-face contact.

I'd like to emphasise that your list of five should bring about face-to-face interactions. Doing stuff online doesn't count. If you are a freelance writer who works at home, your workplace doesn't really count. Choose your five activities/hobbies/places on the basis of the possibility of face-to-face interactions.

## THE NETWORKING PROGRAM

Networking is an ability that draws on several aspects of your lifestyle. Therefore, it is better to look at networking as skill set rather than as one skill. In a similar manner to the 'Roosh program' (google it), let's present a couple of steps you can follow to build your networking skill set.

**ONE - PUMP SOME IRON:** First of all, you need to get a V-shaped chest. For the simple reason that a V-shaped chest is consistently rated as an important marker of attractiveness in a man by both male and female observers. Having a fit, muscular body in general is also a good cause of attractiveness. Attractive people have more friends. Human beings are wired to like and befriend beautiful people, and the more attractive you can make yourself, the easier it will be for you to hijack that programming to build a network. You can't change your face but you can change your physique, so why not make it more attractive in order to assist your networking? Plus, working out with weights makes you feel confident and happy – these are also attractive traits that will draw people in to you.

So how does one get a V-shaped chest? Basically, you need to build up your lats. After a lot of experimentation, I've discovered that the best exercise for a beginner will be a bent-over barbell or dumbbell row, with the arms adducted (in other words, the arms near the chest), with the back parallel to the floor. This can also be done as a row on a bench.

The next best exercise is the pull-up. The only reason I recommend the row over the pullup for beginners is that for beginners even doing one pullup may be excruciatingly difficult, whereas with rows you can already start building up your lats by doing more reps but with lighter weights (lighter relative to heaving your whole body up).

Having lats give you a V-shaped definition to your body is important, but building up your other body muscles won't hurt. Follow a program such as Stronglifts 5x5 or Starting Strength in addition to your adducted rows and build that muscle and confidence and attractiveness.

TWO – GAME SOME GIRLS: Chasing girls is a lot harder than networking. If you can get a girl's number from a cold approach, you will be able to network. Read Roosh's books and follow the Roosh program.

THREE – APPROACH: If you are networking for social reasons, go out there and say hi to people in your five designated places. If it doesn't work, try out new approach techniques or new venues. If you are networking for a job, make a list of one hundred potential employers and contact each one, setting a daily target of approaches. By approach, I mean at the very least a phone call, at best a face-to-face interaction. Emailing or submitting an application doesn't really count.

FOUR – BE INTERESTING: Have hobbies, read books, do stuff that you can talk about and share about. This will help you in the stages after an approach; it is in the sharing of silly small details that relationships are built.

This is where the rule of five helps – if you have five different networking activities, you have already five different social circles you can talk about. If you can't talk about yourself, talk about someone you know instead. This keeps conversation going and is great social proof.

FIVE – BE INTERESTED: Ask questions, be eager to learn about people and places and organisations, and let people talk about themselves. Everyone craves an audience.

## HOW TO COLD CALL

Cold calling involves phoning a complete stranger in an organisation with the aim of arranging a face-to-face meeting with the hopes of getting a job, a sale, or whatever else.

First, define your goal. Let's say your goal is 'To get a job as a salesman at a car dealership.' This is a nice specific goal. Avoid having fuzzy goals. Your goal should not be to 'get a job' but to 'get a job doing such-and-such.' Specific

goals help clarify your efforts and also make you more admirable in the eyes of other people – people respect people who are aiming for something in life.

The compile a list of potential organisations that will fulfil your goal. Then try to find out who is the hiring manager/person responsible for hiring in that organisation.

Then you phone the receptionist of the organisation you are targeting and you say, “Good day, my name is Mr So-and-so. Could you please put me through to Mr Such-and-such, your hiring manager?” Then once you are put through, you introduce yourself, explain why you are calling, give a one sentence summation of your background, and then ask to come in for an informational interview to find out about current and possible future career opportunities.

Example: “Good day Mr Such-and-such, you are speaking to Mr So-and-so. I am phoning in order to find out about current and future career opportunities at your company. I am a recent high-school graduate and I would like the opportunity to be part of your organisation, even if its only in the future. Could we possibly meet on Thursday at 13:00 for an informational interview, or any other time that suits you? I promise not to take more than 7 minutes of your time.”

Feel free to write down what you are going to say, because I promise you, there is a high probability of going blank the first few times you cold call. There’s no shame in preparing a script. You may find that you will need to tweak the script in order to figure out what works for you personally when cold calling.

## WNDHC, A NETWORKING VERSION OF GALNUC

So here I'm going to discuss how to choose someone to approach for networking, how to open and what to talk about after your opener. I'm going to discuss my provisional networking equivalent of GALNUC, which appears to be working well for me at this experimental stage. (If you don't know what GALNUC is, read Day Bang by Roosh).

Choosing your mark

It's easier to choose a girl to approach. You look at her, and your dick tells you whether to approach or not. Easy.

Ever heard of 'gaydar'? It's that weird intuitive ability gay people have to identify other gay people.

I believe in that there's a similar radar that one can develop for networking. You have to develop an intuitive ability to detect interesting people.

If you see someone and you think 'That looks like a person I'd like to know more about' then you need to figure out a way to approach, the same way you'd start thinking about approaching a potential bang.

Confidence artists select a mark who they feel they can build a rapport with, because it's easier to rip people off with whom you have a rapport. In the same way, you are going to pick people as marks with whom you can build an easy rapport with, not because you want to rip people off, but because these will be the easiest people to pull into your network.

Characteristics of a mark:

- You look at them and think 'Interesting looking person'
- You share physical features with the mark eg facial hair, glasses, clothing style
- You share similar body language and posture
- You share similar psychomotor speeds (i.e. you talk and move at similar speeds)
- You share voice pitch/tone
- You share philosophies and ways of thinking (unfortunately this may not be immediately apparent, and in terms of cold approaching, I suspect this is the least important when it comes to making the first impression; I think it is the most important, however, in the lasting impression as the relationship develops)
- If both you and your mark smoke

The more similar the mark is to you, the easier it is to build rapport and integrate that person into your network. Since there are different types of personalities in every industry, chances are there is someone you can mark who works at your target industry, if you are intending to use networking to secure work.

This is a far more subtle signal that your mind sends you. Your 'babe rader' - lust - at least is blatant and loud and tends to interrupt what you are thinking; the radar that detects interesting people is not nearly as loud and it can take some deliberate mental action on one's part to focus on a someone and rate them on a 1 to 10 scale for 'interestingness'.

So part of random networking is to deliberately go out and look for interesting people in the same way you might go out and look for lays.

### Approach Anxiety

Bizarrely, I find that approaching men for the sake of networking can fill me with as much anxiety as approaching chicks. I'm not sure if this is due to my past of severe social anxiety or whether this is part of the general human condition - perhaps there is a part of the brain that is deliberately designed to force us to stay in our tribe and not socialise with other tribes. To control the anxiety I remind myself that in the universe there are bigger things worth worrying about than the outcome of a single approach.

It can also feel sleazy to approach a mark with a deliberate goal of trying to build rapport with them, to see if they are useful to know and network with. I remind myself that I'm not doing anything illegal or immoral, and that unlike confidence men that approach strangers to rip them off, I'm actually hoping to integrate them into my mutually beneficial network - it's win-win for both of us, if things hit it off with the mark and I get a card/number close.

### Props needed

You need certain equipment if you're going to cold approach strangers.

To network you need to look sharp. Every great confidence artist dressed sharp. I'm not a fan of suits but I do try to look semi-formal/smart casual.

Next, you need calling cards. A calling card is a lot like a business card, but less formal. It may have your blog address or hobbies written on it. Some of your approaches will not be very formal and as you card close it will be a bit much to pull out your business card when you've just the last 10 minutes discussing a mutual outside-of-work hobby.

You don't need to have them professionally printed; I made my calling cards on Microsoft Word, and I printed them on cardboard paper with my inkjet printer. They look great, and since I only print a few at a time I can customise them all the time.

But you still need business cards. Some approaches are more formal and the business card is more appropriate.

That said, don't be afraid to hand out both cards - your calling and your business card. If there are mutual business and out-of-business interests, this will be a good way of signalling that you're open for either kind of networking - business or social (although the one often leads to the other).

A wallet for your cards is awesome. You need a small dedicated wallet for your cards. There is something about pulling out your little leather card wallet and pulling out a card that makes a strong impression. Don't have your cards in your general wallet. You have to have a dedicated card holding wallet which does nothing else except hold your business and calling cards. One guy I met kept all his cards in silver card case, that was also very smooth. Something like this

If you smoke, then offering a cigarette is a way of building rapport. I don't smoke myself, but I've been offered a smoke enough times to know that it is used as social bonding tool. If you smoke you may as well use it to your advantage, if your mark smokes.

It's also good to have a prop to ramble on if the conversation gets stale. Like your motorcycle helmet (people love enquiring about your ride), or the book you're reading in the coffeeshop.

The Actual Approach and W-N-D-H-C as an Alternative to GALNUC

The key is to open elderly:

"Hey, is that what they call an Ipad?"

"Excuse me, is that a good helmet?"

If you're at a meeting or conference, "So how did you end up here?" works well. I used it 4 times at the same gathering the other day. It works well in that specific context.

So you open and then you just have to ramble and ramble, pretty much the same way as in Roosh's book Day Bang. Follow the rhythm of statement statement question statement question. Avoid asking the mark personal questions at first. Try to make statements that bait the mark into asking you personal questions.

Now here comes the difference between Roosh's conversational system and my networking system. In the Day Bang system you ramble on and on and on and then right at the end, only after being asked a personal question, then you activate GALNUC. It's like running a 900 metre race and then the last 100m you have all these hurdles to jump over.

If you're networking you're probably approaching men, and men being more goal directed in speech and listening are much more lenient and would also like to be integrated into the conversation earlier. They also respond better to personal questions that are asked earlier in the conversation. It's better to engage them earlier and draw out the process. W-N-D-H-C is then more like running a 1000 metre race with hurdles at every 100 metres.

So after opening keep rambling on the initial topic, at least 2 minutes if possible. Eventually a lull in the conversation has forms, and you drop your first move:

W - So Where are you from?

You know that your vibe is off or if you didn't ramble enough by the fact that the mark reacts negatively to the question.

But if the rapport is good the mark will be glad to give you a rough indication where he's from and will in all likelihood ask where are you from. Ramble and ramble on. Try not to move to the next stage for at least 2 minutes.

At this point and after, consider greasing your mark. If your mark smokes, offer a cigarette. If you're at a coffee shop, offer to buy a cup of coffee. If you've encountered some mutual hobby, offer to email some interesting links (but

don't ask for any contact details at this time, just say 'I'll get your contact details before we split' or some such like).

Amazing how greasing can build rapport. One of my marks started smiling and having more positive body language when I bought him a cup of coffee.

Not to say you have to grease, but if you are in a situation where you can grease then it makes the approach more interesting. If you're getting weird vibes from a person and you're not sure you want him in your network, feel free to postpone the grease. If you find yourself not liking the person at all, then it's better to break off the conversation - greasing your mark is not going to make him any more likeable, it will only make you more likeable to your mark.

Once you've rambled long enough, or just after you've greased your mark, you move on to the next stage of W-N-D-H-C:

Extend your hand for a handshake and say:

N - Sorry, but I didn't get your Name?

or if you've already introduced yourselves,

Sorry, but I'm terrible with names, what's your name again?

**YOU MUST SHAKE HANDS!** The physical contact is the networking equivalent of 'kino' - you use the physical contact to build up rapport. Unless your mark initiates it earlier, always wait up to this point to initiate handshaking. Earlier handshaking does not build rapport as effectively.

If it's a very unusual name feel free to ask your mark to spell it.

I like to ask people about where they got their name. After some rambling about names (doesn't need to be 2 minutes, can be shorter this time around) you move on to:

D - So Mr X, what do you Do?

If the job is very unusual I usually asks for some details on the job description. It's also very common for the mark to ask you what you do. (Some people may prefer to talk about hobbies, which is fine, just go with the flow of the conversation). Ramble on a little about jobs (again, don't need to ramble too much at this stage of the conversation) and then in a natural way go on to:

H - How did you end up in your current job? Did you network?

It's amazing how vague the answers are to this question. I hardly ever get a straight answer, which is fine. The important part is NOT the first question, but rather the SECOND one. By asking 'Did you network?' you are warming up your mark to your card close. You've established that you are the kind of person who naturally tends to network. The content of the answer is therefore irrelevant except for stimulating rambling, what matters is that you've warmed up the mark to the possibility of networking with you.

So ramble on, this time draw it out longer (at least 2 minutes), and then when you feel ready to close:

C - "Well, I have some things I need to do. It's been great talking to you, let me give you my Card; and if I can have yours then I'd like to give you call to keep in touch and one of these days I'd like to buy you some coffee."

Take out your card wallet with a flourish, and pull out the calling card or business card or both, and hand it over.

Your mark, if he has a card, will probably give you one. If he says 'I don't usually have cards on me' then say 'No problem, I'll take your number in my phone.'

Then you say goodbye. Congratulations on a successful card close! Call your mark in 2 to 3 days to keep in touch and schedule a date/meeting.

Sometimes rapport is so good that the mark will preempt some of your questions by asking your name for example, before you have a chance to ask it. This is usually a good sign. Go with the flow of the conversation and improvise your stages to suit the flow.

A bad sign, though, is if the mark asks you what you do before asking your name or where you're from - it means the mark is sizing you up. Generally that kind of personality is not worth keeping around anyway though.

That's an approach for networking with random people you meet. I seem to be doing well with this method in terms of building rapport. It doesn't always work but rejection is part of the game. Feel free to critique my method (or to come up with a better acronym for WNDHC).

NETWORKING SYSTEMS

Various people have broken down networking to its most basic components. I will briefly touch on three systems: The Bolles, the Davies, and the Black networking systems.

## THE BOLLES NETWORKING SYSTEM

I will now discuss a system of networking presented in a very popular jobhunting manual. Robert Bolles' book 'What color is your parachute?' has an extremely basic, 'elderly opener' networking system that has been adapted from systems developed by John Crystal and Daniel Porot. It is referred to as the 'PIE method'.

It is more of an interviewing system, with the idea that it eventually gives you the social skills needed to win a job interview. It is a very easy system, which basically asks only that you identify an interest, and arrange an interview with someone regarding that interest. The PIE method therefore only covers what I consider the hardest part of network - the approach - with a very laid back elderly opener-style invitation to an interview.

The PIE method divides approaching into 3 categories:

P - Approaching for Pleasure or Practice

I - Approaching for Information or an Introduction

E - Approaching for Employment

If you have no social skills or you are extremely introverted, it is suggested by the author that you first approach people for Practice/pleasure. This is how it's done:

- Choose a topic, anything, that is a pleasure for you to talk about with family/friends
- Since this is for practice/pleasure, avoid anything related to your career goals.

- Consider hobbies, leisure time enthusiasms, long-time curiosity, an aspect of where you live, an issue you feel strongly about

- This topic should be something that although you have enthusiasm for, you should have some gaping hole in your knowledge regarding the topic

- Now find someone *you've never met* how may know something about the topic

- Contact that person and ask for ten minutes only of their time to ask some questions. If you're rejected, find someone else. If they accept, stick to ten minutes only.

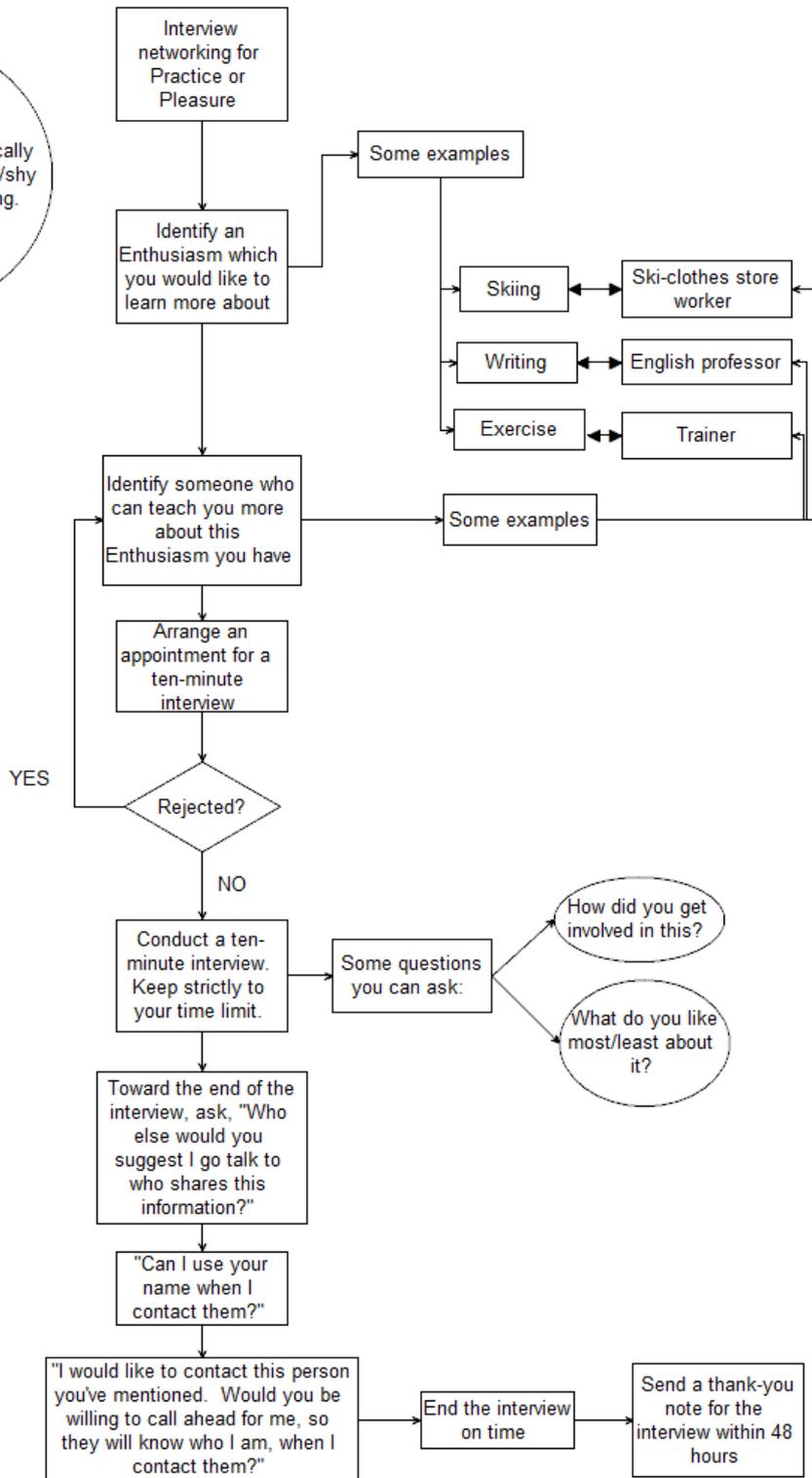
- Ask them questions about the topic

- Towards the end of the interview, ask 'Who else would you suggest I go talk to who shares this interest?' Get a list of referrals.

- Ask if the person would be willing to give a quick call to just one referral just to mention that you will be calling to arrange an interview.

P-Interviewing summarised in a flow chart:

This system was specifically designed to get introverted/shy people used to networking.



Next is interview networking for a specific goal. Maybe you want information about job opportunities, or you're planning to start a business and need more info before you commit.

- Define who you are, what information you need, what company you want an introduction to

- If you're looking for information: Send an introductory note along the lines of, 'I'm in need of more information about xxx, than I've been able to find out so far. I'm told you could be really helpful to me. I'm wondering if you could spare eighteen minutes of your time this week or next, for me to come over and ask you these questions I have about xxx. I'm not looking for a job at the moment, I'm just trying to find information at present. Could I make a brief appointment with you? I'm very good at observing time limits. I only need eighteen minutes, but I'd like to be present in person rather than just over the phone or emails. Thanks very much for your courtesy.'

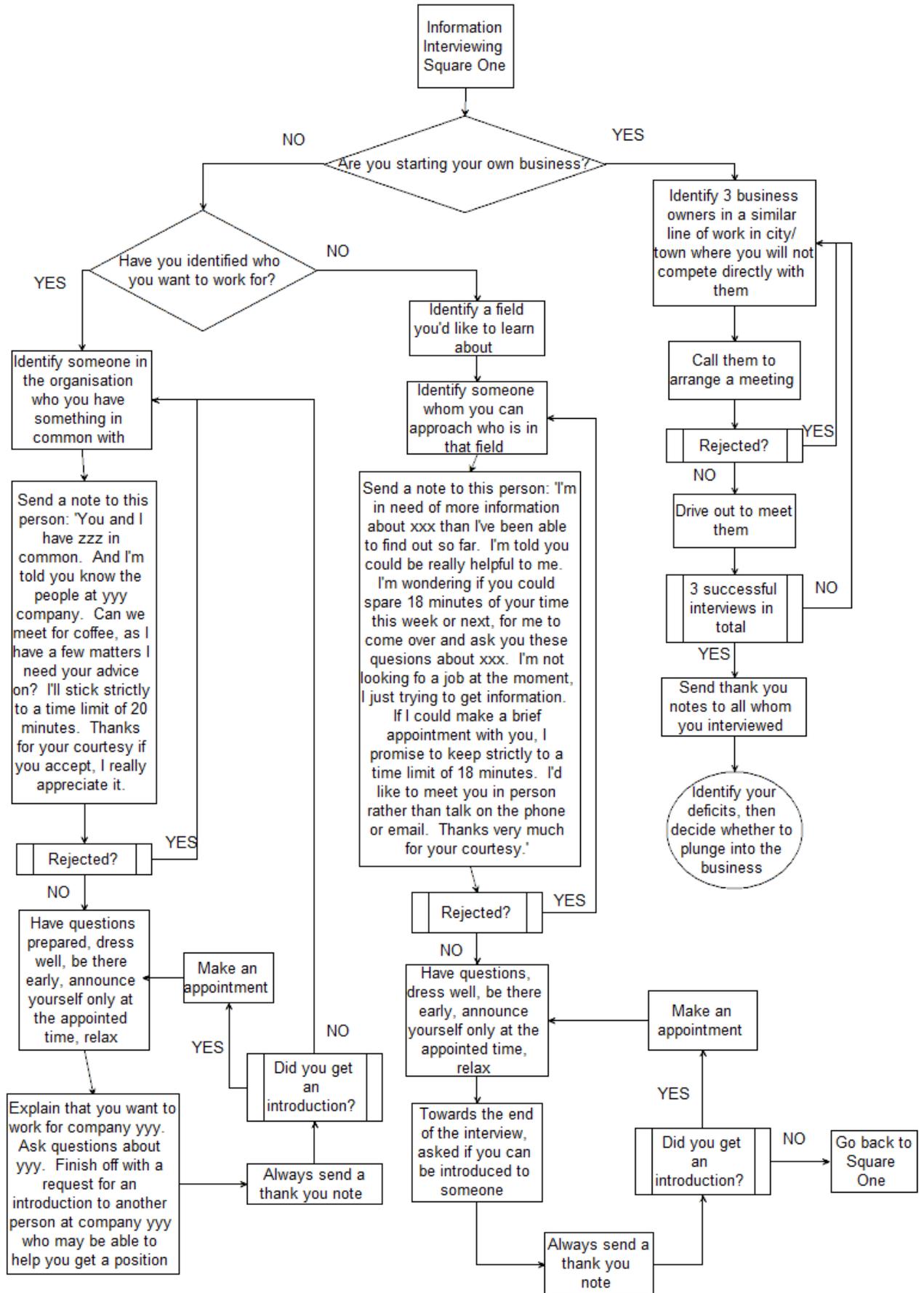
- Even if you are looking for a job, do NOT use this method to ask for one directly. You are merely collecting information, have some questions handy to make you seem legit. Play it indirectly.

- If you're specifically looking for an introduction with the aim of getting into a company, then send an introductory note along the lines of, 'You and I (here mention something you two have in common). And I'm told that you know the people at (target company/organisation). Do you think we could meet for coffee or something, as I have a few matters I need your advice on. I'll stick strictly to our time limit. I only need twenty minutes. Thanks for your courtesy, if you can do this for me; I'll really appreciate it.'

- If your target responds positively, then prepare your questions, dress well, arrive early, but appear on their doorstep only at the appointed time, relax

- If you are specifically trying to find information to start your own business, you need to find out what skills, knowledge, experience it takes to make the business work
- First, write out in as much detail about the business you wish to engage in
- Identify similar business in towns or cities 50 miles away; identify at least 3 businesses in each town. You don't want to talk to the business owners in your own area, as the local business will not want to talk to a potential competitor
- Arrange to drive out to meet the owners of the businesses
- When you talk to them, you explain that you're exploring the possibility of opening your own business.
- Then ask what skills, knowledge, experience are necessary to make such a business a success.
- Once you've had 3 useful interviews (out of many), you can then compare what you've learnt to what you have. This will allow you to plan ahead for any potential deficits in your skills, knowledge and experience, should you choose to go ahead with your business idea.

Here's a flow diagram for I-networking:



The last method of networking is by attending employment interviews. Outside from the obvious (getting a job and then networking in your workplace), employment interviews should also be seen as opportunities to network.

- Always send a thank you note

- If you don't get the job, let them know you are still interested in any openings in the future

- Get feedback. Say, 'You know, I've been to several interviews at several different places, and I keep getting turned down. From what you noticed, is there something about me that caused me not to get hired at those places? I'd really appreciate your giving me some pointers so that I can do better in future interviews.'

- Don't take criticism personally, no matter how painful

- Try to sneak in a request for an introduction to someone who may be useful to know for someone in your situation

## THE DAVIES NETWORKING SYSTEM

This system is by John Davies as presented in a book he wrote.

John Davies' book 'The 100,000+ career' is about networking, with the specific goal of getting a job. It's aimed at executive level people who are unemployed, but the system he presents is widely applicable.

What I like most about the book is that the author writes from personal experience. He himself was an ex-CEO suddenly stranded without work. He quickly found that responding to ads in the local paper was not going to land him another CEO job.

Through a long, painful process, John Davies eventually developed a system of networking that netted him many contacts. Job opportunities would spontaneously diffuse to him through his network - in effect, he outsourced his job hunt to his network. This allowed him to go from no-work-no-hope to having multiple job offers to carefully consider.

The book has a lot of useful info and some really great ideas. It also is written in an interesting, rambling style that in and of itself is an example of what kind of conversation you ought to be attempting.

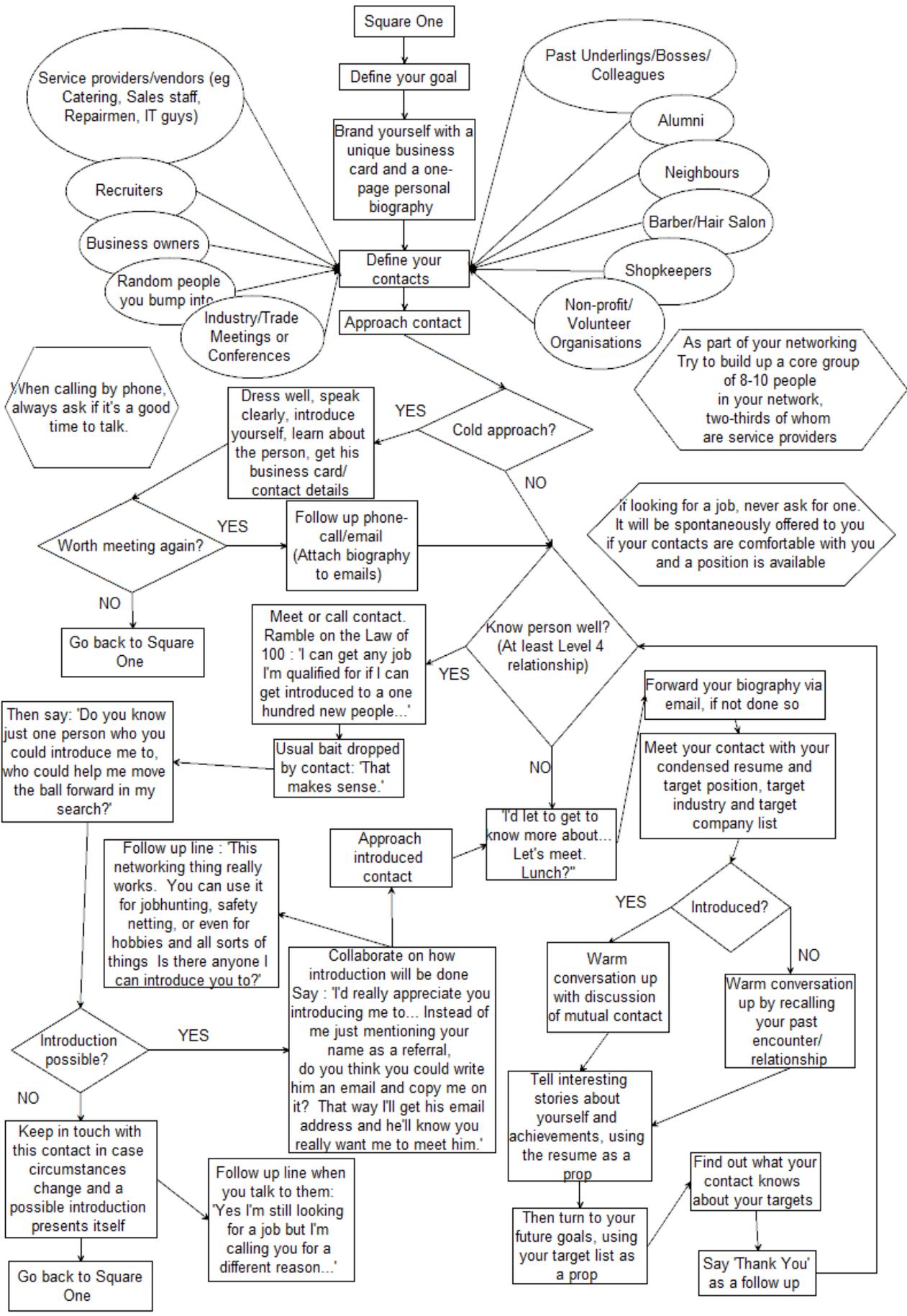
Unfortunately, his system is never clearly presented. He meanders a lot, repeats himself frequently, and doesn't seem to enjoy taking a straight line from start to finish.

There's gold in this book, and it has personally helped me immensely, but John Davies struggles to present his system in a clear easy-to-understand manner. For example, John Davies does not adequately explain opener mechanics. What he does explain is worth integrating into your network game. It's a book worth reading.

Some parallels between John Davies' Network Game and Roosh-style Day Game, off the top of my head:

- Have a good story about yourself to ramble on about
- Be able to ramble
- Go indirect (never ask for sex/job)
- Have a weekly target for approaches
- Go on dates/meetings
- Keep approaching, chase multiple leads at the same time

Attached is a one page schematic which summarises network game onto one page:



Here follows a chapter-by-chapter summary of the book:

Summary of 'The 100,000+ Career by John Davies: The new approach to networking for executive change'

Preface

There is no such thing as a guaranteed job

With economic transformation, some workers/executives will inevitably be displaced

Introduction

The power of introduction based networking

I didn't understand networking initially

I grew up in a small town where everyone knew everyone

I wasn't in a small town when I lost my job

70% of jobs come through networking

I knew I had to network, but I didn't know how

The Law of 100: You need to be introduced to 100 new people. Before you reach that goal, you will have the job you want.

Meeting new people

It was difficult for me to meet new people

People you know would have already helped you if they could

New people can help you get a job

Start with trust, Build a network for life

Through networking, you're building your own community

Build on a foundation of mutual trust

You'll meet some nice people

You'll be able to add diversity not available through education/work

A bigger community means a fuller life

Chapter 1 – Law of 100

After leaving the company I founded, I was unemployed for months.

I tried sending resumes for CEO software company jobs in southern California  
It didn't work, I was not a standout candidate, and there weren't many  
software companies in California.

I had to find a way to stand out from my fellow job-seekers

### Figuring out what networking really means

70% of executives are hired via networking

Go from 'not working' to 'networking'!

One person leads to another!

Rapidly expand your network to increase your success

Build trust over time

Higher levels of trust will lead to better levels of help

If someone you meet can't use your services, they usually know someone else  
you might want to talk to

'If you make 100 cold calls, one person will buy'

### The art of introduction

Merely meeting new people is not enough

Aim to know someone well enough that they introduce you to someone

An introduction provides immediate legitimacy, establishes you as someone  
trustworthy

### The basics of introduction-based networking

Define your goal (eg. Your next great job)

To reach your goal, you need to be introduced to 100 new people

I travelled down dead ends for months looking for a job

I slowly started to learn about networking

I only started to have small successes once I started getting introduced

Networking worked too well – I got a job I hated and I quit

I even went back to my network to get advice on what work I should look for

My network was a source of positive and consistent feedback!

Then the introductions started coming in again

This time, looking for a job was much easier

Within a month I had 3 interviews, I was hired soon after

Networking is fun, dynamic and rewarding

People will help you get your new job

A network supports you in good times and bad, provides job security and greater opportunities

### It's who they know

You can only help people who know you're available

Personal networks are too insular – you and your friend know the same opportunities

You need to reach beyond your close friends to find new opportunities

### Chapter 2 – It's not what you know, it's who you know

The first tool of the Law of 100 – the contact matrix

Start thinking about the people who can make introductions

Identify all former co-workers and current friends

Start talking with them about who they know and who they can introduce to you

### He only got that job because he knew her

This won't be the last time you look for a job

Prepare thoroughly now for when you're unemployed

Start networking and keep the process alive

Given a slate of candidates with equal qualifications, the tie breaker goes to someone who can be trusted

Trustworthiness does not show up on a resume, it is manifested through your network

### The Job/Contact Matrix

People are more likely to help people they know

You know a lot more people than you think you do

### Service Providers and the Vendor Network

Service providers and vendors know where the jobs are

Eg. Bankers, Lawyers, Real Estate, Suppliers, Caterers, Maintenance, etc etc.

They are probably more useful than recruitment agencies

Jobs that never reach the search firms get placed through vendor networks

Why? Trust + Access = Influence

Service providers/vendors wouldn't be working with clients if they hadn't built a relationship

of Trust

Service providers/vendors have easy Access to the companies they service

Service providers/vendors = Trusted partners of the company you want to work at

Partners can recommend people for a job!

List all the companies you've worked with over your career, then write the names of people you've interacted with at those companies – these are all potential contacts

### Your Friendly Executive Recruiters

The potential of recruiters lies in the networks they participate in and maintain

Go for recruiters who are paid regardless whether their candidates are hired

These will not spam your resume everywhere purposelessly

Add recruiters to your contact matrix for: information on your industry, tips about local

networking events, introductions to people who can help your search

A recruiter is unlikely to reject your initiative

List all the recruiters you can work with, then write the names of the recruiters you can contact

### Farming Your Past Work Life

Now add to your matrix: People you've worked for, people who've worked for you.

List the companies you've worked for, positions held

List all your bosses and underlings in those companies and positions, these will also be possible contacts

### The Power of Alumni Associations

Next you need to join alumni associations

Start with schools you attended (high school, undergrad, graduate schools)

Get an alumni directory, scan through the names to jog your memory

Do internet searches to find alumni working at the institutions you want to work at

Call those alumni, introduce yourself as a fellow alumni/fraternity member, say you're interested in learning more about the company

Next, attend alumni meetings of schools you did NOT go to

Example : Harvard Business School regularly hosts alumni meetings, you don't need to be an alumni to attend

When targeting companies, find out who studied where

Then get your alumnus network to introduce you in as 'an alumni helping out a friend.'

This creates a bond: 'Any friend of an alumnus is a friend of mine.'

Some companies have 'alumni' associations for former employees

If the company you're targeting has such, you need to attend their get-togethers even though you're not an ex-employee

Search the web for organisational directories

### Build your list

You should by now have a substantial list

Now you can add 'random' people

Possibilities for your network include: neighbours, hair dressers/barbers, shopkeepers, random people from previous jobs

Don't prejudge!

Most people assume a mere hair dresser or neighbour can't help

But these are people who meets lots of other people every day

### Now That You Know Who You Know

If you worked with someone closely, then they can start introducing you straight away

If you don't know them well, get together with them for lunch, get to know them, get them to know you, before asking for favours

Get out there and start talking to people

### Chapter 3 – Theories of Networking and The Five Levels of Networking Success

A network is an extended group of people, not a group of close friends and relatives

You need to extend beyond the people you know

### Stanley Milgram and The Six Degrees of Separation

Some people are more well-connected than others

'Funnel' effects observed in social experiments – a handful of people seem to know everyone

This handful of 'connectors' mediates the connection between a large majority and otherwise weakly connected individuals

### Strong and Weak Ties in a Network

Networks have 'strong' and 'weak' ties

Strong ties tend to form around a cluster group

Weak ties are people that link the clusters together

Weak ties are more important for personal advancement

A group of friends share the same knowledge and opportunities

For wider knowledge and opportunities, you need to connect to other 'social worlds' or clusters, people not in your group

### The Strength of Weak Ties

To get information on new opportunities, you need to have weak ties

It is better to have connections to a variety of networks/clusters rather than many connections within the same network/cluster

### Networking (Re-) Defined

The spirit of networking is about mutual assistance and support

You have to do networking regularly to see results

Other than a job, you may find a new hobby or interest

Volunteering for a non-profit organisation offers opportunities for networking, and a chance to get passionate about something

We can make our personal 'community' i.e. network by getting to know the people we see every day

Your networking will build a stronger community

The community will help you, and invariably you'll be able to help others

Networking provides a means by which you can help others while advancing your career and improving your life

Networking is as much about helping others as helping yourself

### From Contact To Relationship – The Five Levels of Networking

It takes effort to build new friendships and relationships

Networking requires that you build stronger relationships with the people you know so that they feel comfortable introducing you to the people they know

Five levels of networking:

1 - 'Employed' – You're too busy to make new friends and relationships

2 - 'Contacts' – Typically an exchange of business cards. You create an impression in someone that lasts approximately 10 minutes

3 - 'Informal' – Telephone or email exchanges. Your impression lasts about 24-48 hours

4 - 'Formal' – Face to face meetings. Your impression lasts about 2 weeks. Any introduction you get will be subjected to 'but I haven't really known him long'

5 - 'Relationship' – Friends. Any introduction will be an honest summation of your strengths, there are no 'but I haven't really known him long' problems

Each step represents a progressive level of trust

To move a contact up the levels, you need to invest time in building the relationship

Networking consists of meeting people

Even if you're employed, steer friendly conversations to business situations, so that you understand each other

Extend your network to 'weak' ties, then build on your contacts to develop lifelong friendships

### Chapter 4 – Let Me Give You A Business Card

The Importance of First Impressions

First impressions last about fifteen minutes

Dress nicely and speak clearly

Introduce yourself appropriately

Listen as much as you talk

Show interest in other people

Be confident

Be genuine

Make eye contact

Connect

Smile

### Formalised Networking Meetings

Networking meetings generate 'Level 2' relationships – contacts

You end up 'collecting' contacts

Real networking is about collaboration, not collecting

Search out meetings where you can find fellow collaborators, leave the collectors behind

Outplacement firms often host networking meetings

These meetings are good to test your approach strategies, meet people to bounce ideas off

### Industry and Trade Organisations

If there's a trade, it has an organisation

They tend to attract large numbers to their meetings

You can't be a wallflower at these meeting

You need to walk up to strangers and introduce yourself

The golden rule of meeting new people – Let the other person talk

Learn to both talk and listen

If you tend not to talk, at least ask questions

Strategic questioning may make you seem like the smartest guy in the room

### Ranking Your Level Two Contacts

When you meet someone and exchange business cards, write a ranking on the card

'1' – Great contact, someone in your target company or who knows people you would like to meet

'2' – People who might be able to help you with information, assistance, introductions

'3' – Everyone else. They're involved in industries you are not targeting, or they live too far away to engage in follow up meetings

Throw away all your '3' cards

'Level 2' networking is what many people think networking is about - it's not

It's only the starting point

## Chapter 5 – Please Allow Me to Introduce Myself

Having made a level 2 contact, you need to build up to Level 3 and then Level 4

### Following Up After a First Meeting

After establishing contact, you need to follow up

Starting an email or phone call dialogue will create an impression that will last 48 hours

### Short Guide to Email Etiquette

Be clear and human

Find a style that works for you – be creative, positive, genuine

Avoid being trite/canned

Keep your writing short, factual, to the point

You're making a contact, not telling your life story

Use short sentences

Paragraphs should not exceed 3 – 4 sentences

Check spelling and grammar

Don't overthink it – stick to the specific purpose of the email

The email follow up is a step in building a relationship

Attach a biography to your email, so that they can learn about you

A resume is too formal, use your biography as your 'advertisement'

## Chapter 6 – Becoming a Branded Product

You are a product

You are a superior product with unique features that can help your future employer's business succeed at a higher level

Your worklife is a business entity, measure by profit, loss, and all the other measures

The number one priority of that business is to promote 'you', the product

Poorly managed, 'you' will become commoditised, cheap

### Avoiding Commodity Status and Becoming a Brand

Coffee at the local diner is \$1 a cup

That same coffee served at Starbucks is \$5 a cup

‘With the same core product, it then depends upon how you package and present yourself as to whether you’re perceived as a commodity or a highly prized serving that commands a premium’

Your career is your ‘business’ and its number one product is ‘you’!

With your unique product, you need to compete against other well-qualified job seekers

### Branding for a Marathon and Not a Sprint

People need to know quickly about what you’re about

Brand yourself

A good brand is short, action-orientated, slightly provocative, linked to an unmet need

It should not be general, your brand should describe ‘you’

### Truth in Advertising

Choose what to reveal about yourself

Be true to yourself and what you want

Be interesting to your audience and responsive to what they want

To internalise this concept: Consider how you can best meet what they need, while still achieving individual success

### Avoiding the Resume

Create a biography

This is not a resume

Resumes don’t sell your product ‘you’

Have one for human resources, but the resume won’t get you a job

Resumes are a formality at the end of the hiring process

A biography shows off your skill and accomplishments, can be easily forwarded

A biography is less likely to be dumped in Human Resources department (i.e.

Hiring Resistance department)

### Your Personal Agent

What would your agent say about you to get you hired?

What would a news report about your strengths say?

Write your biography, keep it to one page

Create branding statements

Your brand will evolve, as you test it on family, friends and in the field

### How to Create a Compelling Biography

Use twelve-point font, fourteen-point for titles

Use an easy-to-read font, like Times New Roman or Arial

Don't use effects

Limit paragraphs to six lines

Four or Five well-crafted paragraphs

Get someone to proofread it

Commit 'you', the product of your business, to paper

Examples of themes to explore:

Your creativity

Your entrepreneurialism

Your focus on the future

Your interpersonal relationships

Your organisational skills

Your salesmanship

Your systems orientation

Your social or spiritual values

### Your New Branded Business Cards

Your business card should support your brand

Your card should create an impression

Make your own customised business cards at home

Print a few different cards to suit the situation

Use phrases and titles to market your brand eg 'John Davies – Co-conspirator -

Turning Products into Profits' 'Andy Lesko – De-Engineer – Product development and introduction'

Buy business card paper

If you don't buy card software, you can use Microsoft Word

It will take a few tries to get your card right

But custom cards are worth it

You have the flexibility to change your presentation to fit circumstances and audiences

It's your job to promote what makes you different

You need to make your difference recognisable to stand out in a networking crowd

## Chapter 7 – Let's Get Together

Meeting people is not networking

Meeting people after you meet them is networking

Thank everyone who helps you along the way

### Meeting Your New Networking Friends

Arrange face-to-face meetings (morning coffee, breakfast, lunch, other breaks)

Pick a quiet place where you can have a conversation

Pick a time that fits their schedule (usually early morning, lunch, after work – then you have

mid-morning/mid-afternoon to meet other unemployed people or make phone calls. Emails should be left for hours when you can't meet people)

Be early

Make yourself visible – possibly send a picture of yourself via email or a description

Build rapport with genuine conversation – recall events from your past relationship or talk about your mutual contact who introduced you

Don't ask for a job

You are not asking for a job, make it sound that you don't expect them to tell you about any opportunities

Your goal is to start learning about each other's background

Build trust

Don't completely disregard the point of the meeting – do present a clear picture of your background and what you're looking for

Find out the background of the person you're meeting, and what they're looking for

### Tools for Your Networking Meeting

When you meet someone, bring some tools such as:

Your biography (already emailed in advance)

Condensed resume (fits on 2/3 of a page)

Target position, target industry, target companies (bottom 1/3 of page, below resume)

The resume is a prop to tell a story about your work history

People remember stories – so tell stories!

Have specifics in your stories (i.e. details), it makes a stronger impression

Illustrate your stories with your achievements and results

It's not your goal to tell your life story – focus on key achievements

Then switch to your target title, target industry, and list of targeted companies

Now you both have something to talk about

They might know someone in these or similar companies

The target list allows your contact to understand your market quickly

Review your target list weekly or biweekly

### 'I Think He'd Be Good, But...'

Learn about other people's backgrounds, let them learn about yours

Unless you know someone well, you will get a limited cautious referral

The only way to combat this is to get to know them better

This requires time and multiple face-to-face meetings

### Friends for Life: Building Level Five Relationships

Few contacts will reach level 5 – friends

Friends have a strong understanding of 'you'

There are no 'buts' in referral

Level 5 relationships are built slowly over time

These are the best people to refer you to new opportunities, they can sell 'you'

The biggest benefit of networking is getting to know some really great people that you otherwise would have never met

### A New Definition of Networking: Helping Others, Trust, and Mutual Respect

You don't need a hundred Level 5 contacts for the Law of 100

But they can't be Level 2 contacts either

Networking is about helping others and mutual respect

If you provide these two things, you will reap greater rewards  
It will take a little longer to build your network, but it will be more useful for you in your career  
Don't be rude and self-interested

### Always Say Thank You

There's etiquette to networking  
Don't expect trust if you can't be trusted  
Don't aggressively farm contacts at social gatherings  
Don't send a resume to 'help' someone – that's called 'jobhunting', not 'helping'  
Always follow up with a thank-you! Follow up all actions with a thank you note  
Thank you for meeting with me/introducing me/contacting them for me/etc.

### Chapter 8 – It's Not Who You Know, It's Who They Know

As you continue getting introductions, the process may lead you to discover careers/positions you may not have initially considered  
Keep an open mind, tweak your goals as you network

### Quality vs Quantity: It's About Who, Not How Many

Meeting new people is more about quality than quantity  
Aim for quality introductions, not just new names

### The Second-call Expletive

The 'second call' is when you call someone who was unable to offer you an opportunity earlier on, to keep in touch  
Fill it with positive energy, don't focus on your continued unemployment  
It's an uncomfortable situation for the person at the other end, if they don't know how to help you – they will cut you short because of this  
If they ask you if you're unemployed, say, 'Yes, I'm still looking, but I'm calling you for a different reason.' Keep the subject off jobhunting  
Always ask if it's a good time to talk, you don't want to talk to them if they can't concentrate on 'you'

### Asking for the Introduction

Ramble in detail that you need to be introduced (not referred) one hundred new people to be able to get the job you deserve

Usual response : 'That makes sense.'

Aim for an introduction a little higher than you're comfortable with

Aim for a peer of your potential boss or your boss's boss

Help your contact figure out who and how to introduce you

The more specific you are, the more your network can help

Explain that you only want one person to be introduced to

### Extending the Conversation

Do this right with a person you've developed an adequate relationship with, and they'll end up giving you multiple introductions even though you asked only for one

They sometimes end up actively looking for contacts for you (i.e. potential employers for you)

Your job search thus becomes increasingly 'outsourced'

### Never Accept A Referral

Say, "I'd really appreciate you introducing me to X. You know, instead of me just dropping your name, do you think you could write an email and copy me on it? That way I'll get his email address and he'll know you really want me to meet him."

Usual response is 'Okay, that's a good idea.'

Only accept a non-introductory referral if the introduction is not an option

Aim for the introduction!

### The Introductory Email

Your contact should include the following in the introductory email:

How long you've known each other

How you met

What you've done together

Achievements when you worked together

Other achievements achieved by 'you'

How 'you' might help the recipient

Why together you will have a great conversation

Write a paragraph or two for your contact if you think they will struggle  
Keep the introduction short and to the point

### How Can I Help You?

As part of your follow up, say, 'This networking thing really works. You ought to do it even if you're employed. It doesn't have to be for work. It can be for hobbies and all sorts of things. Is there anyone I can introduce you to?'

Introduce others to your contacts to build a stronger community around 'you'

Make others comfortable enough to impose on you

This will end up generating a support system for 'you', which will spontaneously 'outsource'

your jobhunt into the network support system

### Chapter 9 – Creating Co-Conspirators

Use your network to surround yourself with a support system

Use your network to celebrate when things go well

### What to Do When People Ask 'What Number Are You On?'

Keep numerical track of your introductions

Turns networking into a game, some contacts love knowing what number they are and their 'score'

Be enthusiastic about your search, and your contacts will see helping you as fun

### Your Personal Advisory Board

Some of your contacts will more meaningful and supportive to you than others

Befriend them, bounce your worries/concerns off them, ask for advice

You ought to have about 8 to 10 people who you can turn to for advice

Be selective

2/3 of this group should be service providers, they tend to be hyper-connected and you may end up only having 1 degree of separation to your targets

Be pro-active when asking for their help, give them guidance on what you want, 'Help them help you'

### Other Stakeholders in the Business of You

You still need to keep your non-core network involved  
Give updates – every 6 weeks send an email with a short status about how your search is going, always say, ‘No need to reply, but I’m still available’  
Attend networking meetings to keep in touch with the same old faces  
Involve your network in email surveys, if you need immediate specific information on something

### Chapter 10 – Tools of the Trade

You are now involved in sales  
Your job is selling the greatest product in the world – ‘You’  
Go to your local library and get some books on sales

### Metrics for Success

Measure your progress  
Set goals  
Eg. Fifty approaches a week, five face-to-face meetings a week  
Email approaches should be left to hours that you can’t use to speak to people (i.e. emails approaches should not be an excuse to avoid ‘real’ approaches through cold calls or meetings)

### Dealing with Rejection

Not everyone you approach will be willing to help you  
Keep a few good friends on hand to cheer you up when the rejections get you down

### Building the Database

Keep a database of everyone you meet  
Pen-and-paper is fine, but it will become unwieldy as your network grows  
Sales contact database applications are great for this purpose

### The Phone is Your Friend

Calls are better than emails for scheduling, emails are better than calls for introductions  
Phone calls are efficient and convenient, saves time  
Most people interpret phone calls as showing initiative

You can use scripts/notes if necessary while calling

The only bad thing about phone calls is that they're easy to put off doing

### Be Prepared

When calling, have all necessary material at hand (especially your schedule)

Preplan the call, it will prevent you wasting your and the person's time

'A well-prepared phone call sounds focused and professional'

Ask for a 30 minute meeting if calling to schedule a face-to-face contact

Always ask if it's a good time to talk

When scheduling, always give a choice of two potential days

### Phone call scorecard

After a call, rate yourself, consider what you need to improve to get to your goal of yet another introduction

Always send a thank-you note after a call

### The Active Call Sheet

Keep a spreadsheet of the calls you need to make

At the start of each week, you should have a list of new contacts you will call that week

Include in the sheet the first things that you want to say to them as part of your conversation

Keep track of conversations, messages left, 'I'll call you back's', emails sent, emails sent that received a reply; keep track of how they went

On a separate sheet keep a list of all your follow up calls and how they went

At the end of the week print out your spreadsheets and file them in your archive

This record will assist you in keeping track of the 50+ conversations that you have per week, and remembering what they were about

### Tracking the Number

Make sure you're not spending too much time with unemployed people

Keep track of how many people have introduced how many people, this always makes for good conversation

## Chapter 11 – Using Technology to Support Your Networking

Your most important tools: Telephone, Email, Database, Spreadsheet

### Managing contacts

You can use Outlook to manage your contacts

### Search technologies

Use search engines to find lost information when your memory fails you

### Making 'You' Show Up in a Search

Create a personal webpage

It should be a promotional branding tool for 'you'

### Blogging

Blogging will help you develop clear communication – a valuable skill

It will build up your profile and allow your great ideas to be on display

You can refer people to your blog if they wish to get to know you more deeply

Be sure not to write anything you could later regret

### Social Networking Software

You cannot automate networking, use things like 'LinkedIn' with caution

## Chapter 12 – If All Else Fails

Your job as an unemployed person is to be in the right place in the right time  
speaking to the right person

There is way around this

Keep getting introduced to increases your 'right places' and your 'right people'

Fewer people actively approach for a job – less competition with this  
jobhunting style

Networking discovers unadvertised positions or positions not yet advertised

The best way of dealing with rejection is to make another approach

Wear a suit, maintain good posture, listen more than you talk, get introduced:  
these things predispose people to liking you

If you don't network, you won't figure out which approaches or venues are not  
worth the effort

Ask for information, insight, advice; avoid asking for a job  
Confirm meetings – sometimes people forget to schedule you  
Say, 'I was introduced to you because you might have some ideas to help me.'  
Imply that a your meeting is not a job interview  
If someone is comfortable enough and there is a job available, they will spontaneously offer it  
Steer conversation towards gossip if silences become too long (e.g. what's the worst company you've heard about?)  
Be genuine, honest, forthcoming, likeable, avoid superficiality  
Keep telling stories that reflect you overcoming the odds and facing challenges: jobhunting stories, accomplishment stories, personal stories  
Always ramble a story when someone asks 'What's new?'  
Drop the names of your close friends to show your higher value  
Always steer the conversation to asking how you can help your contacts  
Write articles/blogs/book on topic relevant to your target industry  
Read a book a week, be a student of a changing world, have info and opinions on current matters  
Read broadly  
If you've had a great conversation with a contact, gift or recommend them a book relevant to the conversation  
Keep networking even after you got your job, you need that safety net when you least expect it

## THE BLACK NETWORKING SYSTEM

This system is described by Simon Black. Google 'Simon Black Network Infiltration' to find the original pdf file.

Simon Black's Network Infiltration guide is a quick and easy read with some bold advice on how to break into a network. His theory however is a bit vague on specifics. If you're a guy who struggles on openers, or who needs more on the inner game of networking, this guide won't help. Furthermore, it feels like Simon Black struggles to define his terms in a way that is simple to understand. His 'Lawyer' networking example is also probably too expensive for most people.

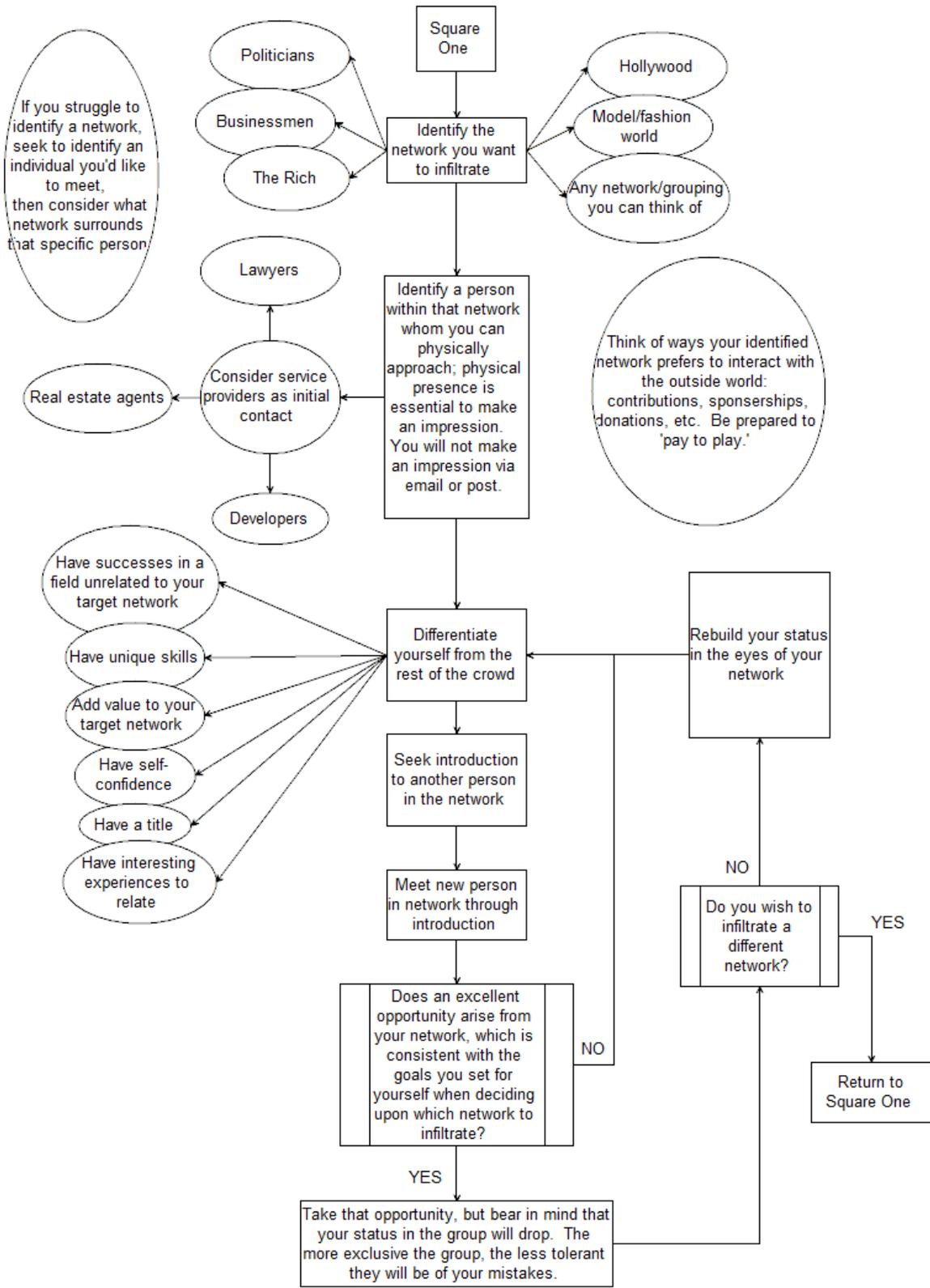
That said, his theory appears sound, and the guide is worth reading as a

supplement. There is not much difference in substance between the John Davies system and the Simon Black system. Both advocate approaching service providers, as these people seem to be more highly connected than most. Both advocate adding value to the people you meet. Both advocate branding yourself as an interesting and unique person. Both believe in the value of introduction-based network, even if the initial entry into the network was via a cold-approach.

It is mostly in the initiation of networking that the two authors have a separate approach. John Davies advocates first defining your goals, then approaching a variety of contacts to *spend time* with them, and then decide who can nudge you towards your goal - with the background goal of getting 100 introductions. Simon Black believes in approaching a service provider of the rich/powerful immediately, and then *spending money* on them to buy access to introductions.

As I mentioned, I consider Simon Black's guide a useful supplement. If you have *money* to spend, the Simon Black model is probably the better model with which to attain your goals. If you don't have money, you will have to spend *time* instead, and for that the John Davies model is more relevant.

Here's a schematic of the Black system:



## SOME NOTES ON JOBHUNTING

(Compiled from a the ebook 'Fastest Way to a Job Interview')

- There are 4 'Job channels,' ways of getting a job : via an ad, via networking, via unsolicited applications/getting your CV or resume on databases, or via agencies
- Only 25% of vacancies are advertised
- It's expensive to place an advertisement! It takes time to sift through multiple candidates! Most companies prefer NOT to spend time and money for a candidate.
- Ads represent all positions companies failed to fill by other means.
- Therefore, put in legwork to make it easier for a company to hire you than to place an ad.
- Preferred recruitment steps are, in order: 1) Internal promotion 2) Candidates found via management's network 3) Human resources recommendations based on CV's in their database 4) Advertisements
- Start by listing potential employers
- Divide your time between ads, networking, unsolicited applications, contacting agencies, and follow-up correspondence.
- HR people will typically only spend 15-20 seconds skimming your CV.
- For ads, start with google, then downsize yours search to only the most relevant job portals.
- Before applying for a job, call the company. Find out who is sifting the CV's and ask *that* person what they're looking for. Try to drop your qualification during the conversation, get a feel for what that person likes. This serves 2 purposes : they recognise your name on the CV when you submit, making it less likely to be instantly rejected; secondly, you can tailor your application according to the tastes of the person receiving it. Whether your CV is 'good' is more dependent on the subjective taste of the person reading it than anything else.
- When you call an organisation: See the people you contact as your friends and helpers, be friendly, be purposeful, have a simple message, get them to help you, shut up and listen from time to time, be ready for resistance and have something ready to say when encountering it, use names, push for a job

interview until no longer possible, confirm all details before saying goodbye.

- You can apply for a job if you're 60-70% qualified for it.

- When applying, write or say: I'm applying because I have relevant experience in... Don't say stuff like 'I'm looking for a challenge'. No one cares what you're looking for, you need to show that you're the person they're looking for.

- Proofread all you write

- Don't take rejection personally. Learn from the experience, you can even ask the company why you were rejected and what may improve your chances in future.

THE END

Thank you for perusing this little book I've compiled on networking. There is more information available on the RooshV forum, if you need more inspiration. Use the search function, schmuck.