

This Month's newsletter is written by David Doerges. He is the Founder & CEO of Free Networking International. His website is www.FreeNetworkingInternational.com. This article deals with a great approach to finding your next job by networking!

Business Networking, the Door to Your Ideal Job or Career

Your ideal job or career is waiting for you and you can find it through business networking!

There are hundreds of business networking opportunities, enough to fill your calendar almost every day and evening. How can these networking opportunities help you?

- Every networker has 250+ contacts
- These networkers can open the door to unlimited opportunities for YOU!
- All you need to know are the secrets to effective and efficient networking!
- AND... the specialized aspects of career search networking!

You are looking for your ideal job, career or opportunity? Business networking will work! Most networkers are selling a product or service, so different strategies and techniques apply for you. Career searchers usually have a hard time getting results networking, not only because they are missing the secret keys of networking, but also because they are coming from a different angle that requires a few specific dos and don'ts.

Here are the 5 biggest mistakes job and career seekers make networking:

- 1) They have not clearly narrowed down and defined their ideal job or career.
- 2) They can not clearly and concisely describe to others their ideal job or career and what they bring to the table.
- 3) They don't know the process of effective and efficient networking.
- 4) They do not have a business card that works.
- 5) They don't have a real network.

What should you do?

- 1) You must know exactly what you want. You should be able to describe in detail and picture yourself doing it in your ideal working environment.

Work out these details:

- a) What are your Values?
 - b) From this create your Personal Mission Statement.
 - c) Write the specific details of the job, career or opportunity that best fits what you WANT to do.
 - d) Write the specific details of the owners, managers and people you will be working with; and the working environment you want to be in,
 - e) Write the specific details of what you will bring to the table.
 - f) Write a list of areas you will improve that will make you even more attractive to your ideal company or opportunity.
 - g) Review this list daily.
- 2) When you know exactly what you want you must be able to then describe it clearly and concisely to others. Networkers will be willing to help you. But if they do not understand exactly what you want, what talents, skills and benefits you offer, and exactly what contacts will help you within one minute, they are unlikely to spend more time with you and give you contacts that will help you. Basically they are there to sell their product and service and can not afford to spend

time figuring out what you want, what you offer and who you want to contact. Even though they are friendly and polite, these are the facts.

3) Successful business networking will create unlimited people WANTING to go out of their way to help you. Most people will be willing to help you briefly if they understand exactly what you want. But 90% will be willing to go out of their way to help you more extensively if you know how to network. The key is to effectively help them advance their business or dream. *Efficient* networking is doing this in 20 minutes for each person you meet. To do this you must have a network you can instantly access. You must ask detailed What Do You Do? questions. You must ask What Do You Need Now? questions. Then you will need to give them at least 3 – 4 valuable contacts. Now, after you have done this, is the perfect time to tell them what you are looking for, the benefits you offer and ask for Who Do You Knows? ... the contacts you are looking for.

4) A business card that clearly and concisely describes exactly what you are looking for and your qualifying skills is very important. This gives your contacts something to review and pass on. Most career searchers have a card with just their name and contact info. Networkers will not remember your details even if you told them, so this “no details” card has very little value for you. The card will have much more value if you use the front and back and include what training and skills you bring to the table and describe your ideal career, even including your mission statement, your ideal work environment and your desired annual income.

5) Having a network doesn't mean memory of bunch of people you know, that you *might* be able to think of. A real network is a system of categorizing your contacts so you can instantly give valuable contacts to everyone they meet. It is often a great asset for future career associates. Use business card sheets in a binder and categorized the sheets alphabetically by industry.

Business networking is the more powerful way to attract your ideal job, career or opportunity. Apply these tips and practice! Your ultimate opportunity is waiting for you!