

Network to Get Work: How to Use Who You Know----Not What You Know----to Get Hired

Who you know can be as important as what you know when building a job-seeking network. A recent survey by Simply Hired found that:

- 37% of job seekers got their last job through networking.
- 20% of job seekers got their last job through a job board.
- 15% of job seekers got their last job through a company career site.
- 15% of job seekers got their last job through a staffing agency.
- 13% of job seekers got their last job through an executive recruiter.

Networking is the best way to find a position. What can be misleading in these statistics is the fact that you need to network with staffing agencies and recruiters to get noticed. So, the actual number of job seekers getting a new position through networking is actually larger.

Whether you network online or in-person, you want to network to your best advantage and:

- **Use your Primary Network – the people you know.**
- **Use your Secondary Network – the people they know.**
- **Use your Expanded Network – other people they know.**

There are two types of contacts: Social and Professional. Using your Primary Network, prioritize them as social or professional. The next step would be to divide each group into categories, like:

- People likely to have contacts in your target area.
- People unlikely to have target area contacts, but who have a large social or business network.
- People unlikely to have target industry contacts or social contacts.

Then, break it out a bit more:

- Executive who can hire you.
- People who know your target executives personally.
- People who know your target executives professionally.

Eventually, everyone will be contacted. But first, you must decide the order and then the method for contacting them.