



# Learning How to Network

## The Art of the Schmooze

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## Game Plan

- **So, Why Network??????**
- Who and what is Queen Schmooze?
- What is networking?
- How to network?
- Effective ways to network
- Why should the job seeker network?
- Return on Investment
- Follow-up



## Who and What is Queen Schmooze



Michelle J. Iseman  
Communications background  
Branded as Queen Schmooze

Re-Positioning Strategist, Personal  
Branding and Profiling Coach:

➤ *When You Want to **STAND** Out in a Crowd*

Facilitator – connecting ideas for people

Help for job seekers, career changers, recruiters,  
entrepreneurs, and start-ups





## What is Networking

- Gathering information
- Needs analysis
- Listening for clues
- Analyzing your market share
- Communicating your strengths to outside world – the pitch
- Can be done anywhere at anytime



## Networking Takes Work

- Talking to different people all the time
- Keep your networking in motion at all times



- Connecting with people – in person, online, email, on the phone, etc.



- Making an effort to be seen and heard
- Put in the effort to network
- Using tools and information available to you



## How to Network

- Can be done by anyone
- Tell people you can help them then do it
- Become a problem solver
- Set goals and really work towards them
- Keep track of everyone and everything including ideas
- <http://www.youtube.com/watch?v=Aj6UNAhI0bA>

A screenshot of the JIBBER JOBBER website. The logo features a blue circle with a white dot inside, followed by the text "JIBBER JOBBER" in blue and "CAREER MANAGEMENT 2.0" in smaller blue text below it. To the right of the logo is a yellow banner that says "LinkedIn DVD Special!! (limited time)". Below the logo and banner is a dark blue navigation bar with white text links: "Home | Job Search | Networking | Library | Upgrades | FAQs | Testimonials". Below the navigation bar, there are two main content items. The first is a video player icon followed by the text "Video Introduction". The second is a calendar icon followed by the text "Organize and manage your job search".



## How to Network

How to Network video from  
[www.howcast.com](http://www.howcast.com)

<http://www.youtube.com/watch?v=Y9VUqB7wQpY>





## Effective Networking

- Practice networking
- Talk to everyone you know
- Join professional orgs
- Use good social skills
- Get business or calling cards
- LISTEN attentively to potential mentors
- Know when to speak





## Social Media Networking

- Use social networking sites like:
  - LinkedIn, Plaxo
  - Twitter, Facebook, Ning, MySpace
  - StumbleUpon, Technorati
  - del.icio.us, RSS Feeds, Card.ly, etc.
- Create online profile that has SEO – Search Engine Optimization
- Be professional at ALL times
- Join groups everywhere





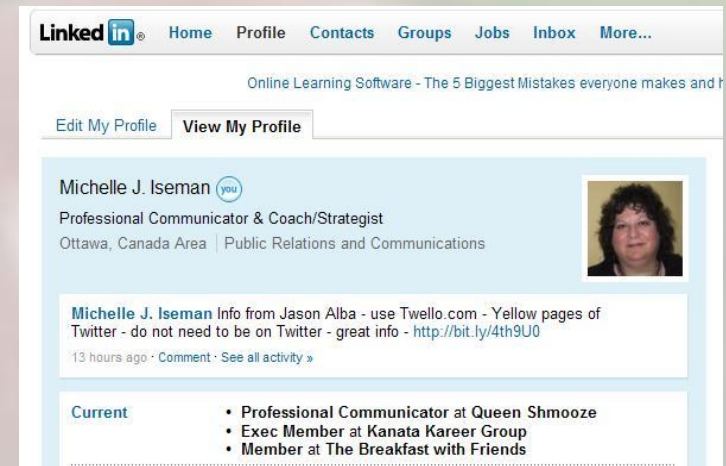
## Notice Me

- Ask questions
- Read blogs related to your field & make comments
- Join LinkedIn & Facebook groups - comment on discussions
- Use Twitter & make relevant comments
- Create a killer profile & put it up everywhere
- **GET NOTICED**



## Using LinkedIn – [www.linkedin.com](http://www.linkedin.com)

- Create a great profile
- Professional-looking photo & accomplishments
- Update your status regularly
- Answer questions
- Join groups relevant to your field
- Comment on discussions
- Comment on your contacts status updates
- Update your blog entries or books you read
- <http://www.youtube.com/watch?v=1eTDnSnDMgE>

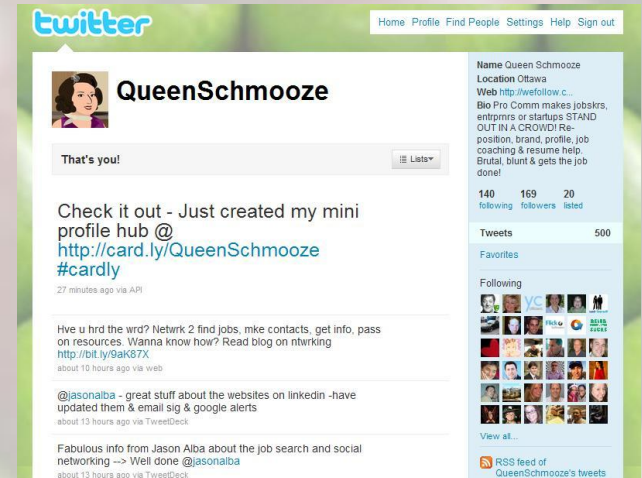




## Using Twitter – [www.twitter.com](http://www.twitter.com)

When trying to get people to search for you as a job seeker follow these simple tweet tips:

- Keep it simple and relevant
- Make it search friendly
- Use short URL's
- Don't oversell
- Engage readers
- Use questions as tweets
- Keep your eyes open for competition





## Using Facebook – [www.facebook.com](http://www.facebook.com)

- Keep profile clean and humble
- Don't post silly pictures
- Post URL's of interesting items
- Keep comments brief and be careful what you post
- Link to your online profiles – LinkedIn, Twitter, Blog, etc.
- Look for relevant groups to join
- Expand your network beyond friends





## Other Ways to Network

- Attend conferences, workshops, seminars
- Register with organizations
- Write a blog
- Write a paper to be delivered at an event
- Email everyone
- Pick up the phone and call – cold or warm
- Join and listen to podcasts online

**QUEEN SCHMOOZE**  
Re-Positioning Strategist (professional communicator) who can help the individual or the business "Stand Out in a Crowd" – Michelle J. Iseman

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**Start a Movement**  
April 5, 2010 by Mischa | Edit




It strikes me that there is a great divide between the leaders who start things and the true leaders who are the early adopters. If one is truly a visionary then one sees the merit in following someone or something that seems a bit out of step. A leader is not the person who first tries something, because they may be looked at as being quirky or weird. The true leader is the one who begins to notice the guy out of step, sees a potential, follows and then encourages others to follow his lead. The trend is set as the early adopters begin to shape the movement.

So what is it that we classify as an entrepreneur? Is it the guy who has the next greatest widget or is it the person who can envision down the road a movement where all of the customers see value in what he is selling? The whole point of the market analysis is to see if your product, widget, idea or service will be adopted. At what point does the scale begin to tip in your favour?

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## Why Network

- Increase your chance of being noticed
- Build your reputation and brand
- Chance to confer on projects
- Adapt when other techniques don't work
- Use your SHYNESS to your advantage
- SMILE at all times
- Don't argue – you will get noticed





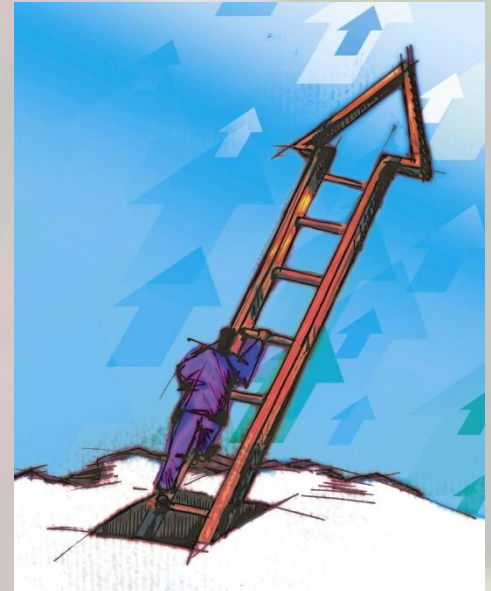
## Why Network

- Colleagues see you as a valuable supply of knowledge
- Enhances your ability to get noticed
- Become well known in your field
- Find resources for yourself and others
- Growing your network makes it easier to connect
- Open up more opportunities
- Create connections for others



## Return on Investment

- Faster chance to move up the ladder while already employed
- Standing out gets you noticed
- Bigger network means more opportunities
- Grow your knowledge base
- Chances to get hired are better, faster, easier
- You feel connected and positive!





## What Job Seekers Can Do

4 Impressive Job Search Techniques video

Peggy McKee - [www.phcconsulting.com/](http://www.phcconsulting.com/)

[http://www.youtube.com/watch?v=3L\\_R\\_fMFtwI](http://www.youtube.com/watch?v=3L_R_fMFtwI)





## What Job Seekers Can Do

- Find different ways that **YOU** can stand out – how you can help the company
- Make sure that you have some great recommendations on LinkedIn
- Do your preparation
- Put together a presentation for a potential employer
- Stay connected



## Follow-Up

- Thank you for listening
- Questions ??
- Contact information:
  - Email: [mischa@queenschmooze.com](mailto:mischa@queenschmooze.com)
  - Twitter: [www.twitter.com/QueenSchmooze](http://www.twitter.com/QueenSchmooze)  
[@QueenSchmooze](https://twitter.com/QueenSchmooze)
  - Blog: [queenschmooze.com](http://queenschmooze.com)
  - LinkedIn: [linkedin.com/in/michellejiseman](http://linkedin.com/in/michellejiseman)
  - Facebook: [www.facebook.com/QueenSchmooze](http://www.facebook.com/QueenSchmooze)