

# Networking

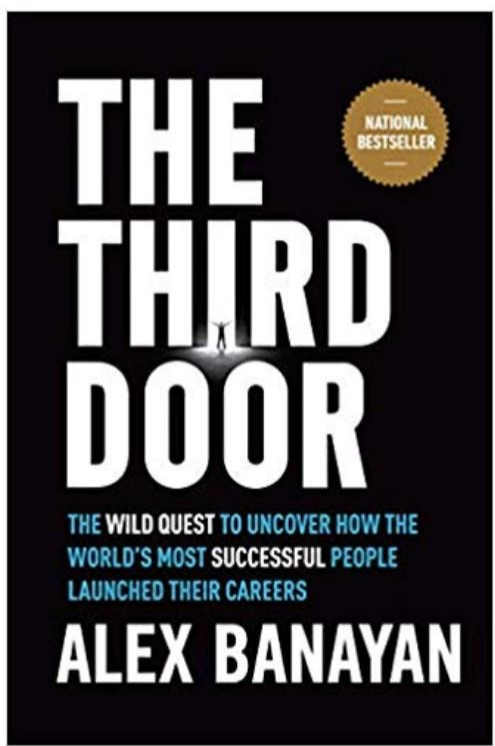
Tip O'Neel – “People like to be asked and loved be thanked”

It's not WHAT you know it's WHO you know



The number of jobs obtained by knowing someone on the inside

# The commonality between most all successful people - they used the third door



# THE THIRD DOOR

THE WILD QUEST TO UNCOVER HOW THE  
WORLD'S MOST SUCCESSFUL PEOPLE  
LAUNCHED THEIR CAREERS

**ALEX BANAYAN**

- First Door - the line for everyone
- Second Door - the line for very rich or celebrities
- Third Door - the person on the inside that can get you in



# Finding the “Third Door” Person

**IT'S NOT ABOUT YOU!**

**...it's about getting to know them, and in the process, they will learn about you**

# At a Conference or Meeting



- 30 seconds or less!!!
- Practice your elevator speech
- Let THEM talk
- End with your goals
- Follow up email immediatly!

# Never be afraid to ASK! - Cold Calls (aka Emails)



- Back ground research is KEY!
- Email introduction from colleague (third door)
- Ask for no more than 20 min - phone call, coffee, lunch
- Be persistent but not a pest - it may take up to 3-5 emails

# Example (cold email)

Dear Dr. X,

I know you're really busy and that you get multiple of emails, so this will take less than a minute to read. [optional]

[Say who you are, and who you work with (add link to your boss's website); establish credibility]

[Briefly state your very specific question and/or request (1-2 sentences)]

I understand if you are not able to respond, but if you could provide another contact or even short one-line reply that would be amazing.

Sincerely,

Y

# You got in the door....



- Prep for the meeting
- 3 GOALS
- Advice, opportunities, referrals
- Follow up email w/in 24 hrs



# Staying connected



- Create a contacts list/group in outlook - BCC
- Send out regular “article of interest” emails
- Email introduce people once a week for people who share common interests