

### Trending...



## 6 Networking Tips When You Don't Have a Big Network

By Jamie Carlstedt

One of the biggest challenges job seekers face today is not having strong relationships at their target companies. These relationships are important because they provide information, resources, and opportunities for your job search and career. While it can be challenging to create and build these relationships, they're also your greatest assets—if you know how to build them with “cold” contacts.

Below are six steps for how to reach out to cold contacts, build relationships, and create career opportunities.

### 1. The relationship comes first. Drop all expectations.

There are two ways to approach networking: transaction-driven and relationship-driven.

Transaction-driven networking means reaching out to people with an expectation that they'll do something for you, such as forward or review your resume, give you an internal referral, or put you in touch with someone else.

Relationship-driven networking means reaching out with no expectations; you only wish to learn through asking questions and to seek someone's professional advice. You then take their advice, stay in touch every two to four weeks, and continue to build the relationship over time.

You must focus on relationship-driven networking. Most people only help people they know, like, and trust. And for them to know you, like you, and trust you, you must have a relationship.

### 2. Focus on people who share something in common.

LinkedIn profiles are keyword-rich, which means you can search for people who share something in common with you and then filter by company, position, industry, city, and more.

Do you have an alumni base? Did you play a sport? Are you a veteran? Were you in the band? Did you study psychology? Are you a CFA candidate? Are you an Eagle Scout? Are you an alum of or did you intern at a specific company? Did you live in Spain? Are you a traveler? Are you a first-generation graduate? Are you a sports fan? Do you speak Hindi?

By sharing something in common with someone, it helps create rapport and increases the chances of that person responding.

### 3. Reach out via LinkedIn first. Email second.

Send an invitation to “Connect” with the person on LinkedIn and “Add a Note.” You must add a note. Once someone has connected, you can then send a longer message, similar to how you'd send an email. If someone you'd like to speak with doesn't connect with you, then send them a cold email.

When reaching out, keep in mind that you're barging into this person's life entirely uninvited. You must reach out in a humble manner. For example, don't say I look forward to hearing from you when they don't even know you! Instead, say I'd really appreciate the opportunity to speak with you, or I hope to hear back from you.

### 4. Ask well-researched, thoughtful, and personalized questions.

Many people ask generic questions that aren't specific to whom they're speaking. For example, What's the culture like at your company? could be asked to anyone at any company. Instead, ask: I've heard Netflix's culture is unlike any other company's, and I've read the culture memo and deck. In your experience, how does your team follow and live the culture? This question is company-, team-, and person-specific...

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Company: PayPal, Austin, TX  
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- **Role: Digital Brand Associate**  
Company: Digital Team, Houston, TX  
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## SPOTLIGHT JOB OPENINGS

### INTERNSHIPS

- **Role: Global Real Estate- Professional Rotational Experience**  
Company: Hewlett Packard Enterprise, Houston, TX  
Apply direct [here](#)
- **Role: 2021 Global Investment Banking Summer Associate**  
Company: RBC, Houston, TX  
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## Upcoming Events

### Upcoming Company Engagement Opportunities

- Details: See [PDF](#) for companies, dates and topics

### Bauer Graduate Women's Network: Women in Leadership Panel

- Date: 10/22 at 5pm
- Details: RSVP [here](#)

### Fall 2020 Volunteer Fair-Virtual Event

- Details: 10/29 from 10:30am-3:00pm
- Details: RSVP in Gateway



## Reminders

MBA/MS Weekly Drop-in Hours and Zoom links:

**Tuesdays**  
**10am-11am**

**Thursdays**  
**2pm-3pm**

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