Networking your way into a job

Have you heard "it's not what you know, it's who you know"? Networking with others in your industry can be really beneficial when you're looking for work. You never know who you will meet and what opportunities they may connect you with. "The right place at the right time" is another well-known cliché, but it's also appropriate within this topic.

Before you get out there, learn what you need to know about networking from our tips below:

- Go into networking events with the intention to meet and listen. You need to make a connection on a memorable level for your networking to be effective.

- Have a great elevator pitch. Make sense and keep it concise so that anyone you meet can easily repeat to others who you are and what you do.

- Don't forget social media. When developing your networking strategy, you want to remember online networking tools such as LinkedIn to ensure maximum reach.

- Look the part. You cannot be expected to be taken seriously if you are not in 'uniform', so leave the active wear at the gym and the mini skirt at the nightclub.

- Be generous. If you go into every conversation thinking 'what can this person do for me?', the outcomes from your networking efforts will be disappointing. Start relationships thinking about what you can do for them. Be a trusted, professional contact and they will repay you in kind.

- Be proactive. Professional relationships are the same as personal relationships. You need to water the plant if you want it to grow!

- Be confident! Watch your body language and what it says to others. Practise some power poses to build your confidence before you arrive. Stand tall, smile, and look like someone others want to meet.

- Stay positive. Building your network takes effort and considerable investment of your time but, done well, can significantly increase your chances of scoring the dream job!