

Get this in your head:
Everyone can excel at networking.

You don't have to be the perfect small talk schmoozer, you just need to know who to target, how to speak with them, and tips to develop the relationship over time.

**ZONE 1****YOUR INTER CIRCLE**

These are warm leads who should be easy to connect and engage with

Friends, Family, Professors,
Fellow Interns

ZONE 2**THE PEOPLE YOU MEET**

These aren't close friends, but you have met them.

People you interact with at:
Conferences, Volunteer opportunities
Internships, Career Fairs

ZONE 3**CREATIVE CONNECTIONS**

People you have a link to, and it's worth trying to create a connection

- Alumni from your school
- Speakers at a conference
- Guests on a podcast you listen to
- Someone in a job you'd like to have someday

What do I say to these people?**Rule #1: Flattery works:**

"I heard you speak at the National Sports Forum and was blown away by the valuable content you shared. I'd really appreciate the chance to connect with you!"

Rule #2: Asking for advice works:

"Hi ____, I'm currently studying sports management at your alma mater, the University of Awesome! I too would like to pursue a role in [insert their role] and was wondering if I could ask you some questions about your career journey?"

Rule #3: Follow up questions work:

"Hi Mailynh, I just listened to your podcast interview on the Work in Sports podcast and took furious notes! The advice was incredible! I had one follow up question on phone interview techniques, could we connect?"

Once You Make Friends, Then What?

Whether you grabbed their business card at a conference or met them at a career fair, it's all for naught if you don't follow up routinely and build the relationship.

Connect on LinkedIn

Like their posts

Comment insightfully where appropriate

Share their content with your audience

Message them when something good happens in their world

Share an article with them that relates to their industry

Ask career focused questions that value their experience

Stay present, without asking for things or favors