

Name	Job	How did we meet	Category	Relationship Rating (1-5)	Networking Approach	Overdue for check in	Date - Last Interaction	Next Steps	Notes	Email	Phone	City	Employer
Judy Robin	Project Manager	Worked together at XYZ company in TN	Work	5	Warm Lead Cultivation				Last time we talked, Judy mentioned she was planning on changing careers.	judyrobin@example.com	(212) 555-1234	New York, NY	Ogilvy & Mather
John Smith	Engineer	Neighbor	Personal	3	Warm Lead Cultivation				Neighbor, I just met, Married with children. Has a dog. Lived in the area for 10 years. Moved from TN. Likes to go running. Taking care of sick mother in law			Philadelphia, PA	
Michael Alexander	HR Manager	Met at Professional Association	Work	4	Cold Connect, Warm Target Networking			Connect on LinkedIn				Willow Grove, PA	Hale Inc.

Barb Girson's "Discover the Hidden Job Market" has been delivered in whole or part at:

- Beyond Sales Tactics
- Coach Connect & The Muse
- REA Partners in Transition
- Job Transition Group



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# The Hidden Job Market | Your Networking Style

Analysis of Connections	How did you meet each other?	What did you like about this person?	what do you have in common?	How are you different?	How have they helped you?	How have you helped them?	How long have you known each other?	Did this relationship develop quickly?	How often do you connect?	how has this relationship enriched your life?	What are your networking strengths?	where do you want to improve?
Intimate Friend												
Close Friend - Personal												
Casual Friend - Personal												
Acquaintance - Professional												
etc...												



Options	Do you like this Rate from 1-5	Include	Networking Type	Networking Approach	Method	Goals	Notes
Attend Professional Association Meetings	5	x	Targeted	Warm Lead Cultivation	In Person		
Follow/Interact with Target Companies on Twitter/FB	3		Targeted	Warm Lead Cultivation	Social Media		
Volunteer at Causes You Are Passionate About	2		General	Warm Lead Cultivation	In Person		
Have Company/Career Research Conversations	5	x	Targeted	Cold Contact	In Person, Email		
Join & Participate in LinkedIn Groups to Build Network			Targeted	Warm Lead Cultivation	LinkedIn		



## The Hidden Job Market | In-Person Questions

Question	Include	Category	Situation	Notes
"I saw (insert fact here) on your LinkedIn."		Digging Deeper	Job - Deeper	
"I love your work."		Digging Deeper	Compliment	
I just moved here. Are you from here or did you move here?		Digging Deeper	General	
Do you know where I can find a good (restaurant, doctor, daycare, hair dresser, barber, mechanic)		Breaking the Ice	General	
How did you get your start in this field?		Warming Up	Informational Interview	
How did you choose this company or position over others in your field?		Digging Deeper	Informational Interview	
etc...				



# Hidden Job Market | Personal Script

Script	Include	Purpose / Principle	Situation	Notes
As you know, I'm new to the area and I'm working with a coach who suggested I put together a list of organizations where I would like to work and send it to the people who care about me to see if they are connected to anyone who works at any of them.		Why I am reaching out.	Asking friend or acquaintance	
(Contact name) thought you could give me advice and assist me in brainstorming ideas for moving forward.		Connection in common / How you learned about them	Requesting a Meeting	
"If you would have 15-30 minutes or so to meet for coffee (or talk over the phone) and discuss the industry and the research I have done so far, that would be so helpful."		How you can help	Requesting a Meeting	
I was interested in getting your perspective on _____		Why I want to connect	Cold Connect on LinkedIn	
_____				
_____				
etc...				

