



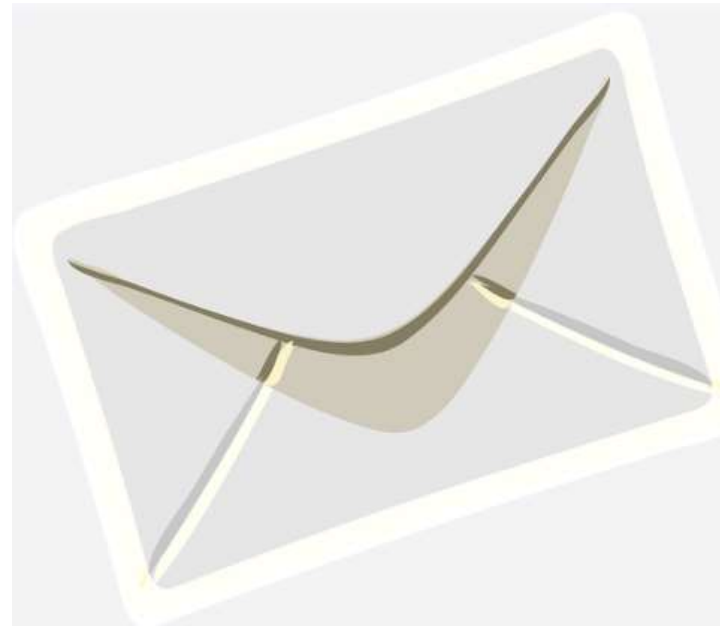
Network Your Way Back to Work!

Shira Lotzar

Career Branding Coach & Recruiter

Purposeful Hire

shira@purposefulhire.com



Job Search in the Pre-Digital “Dark Ages”

Job Search in the Digital “Black Hole”



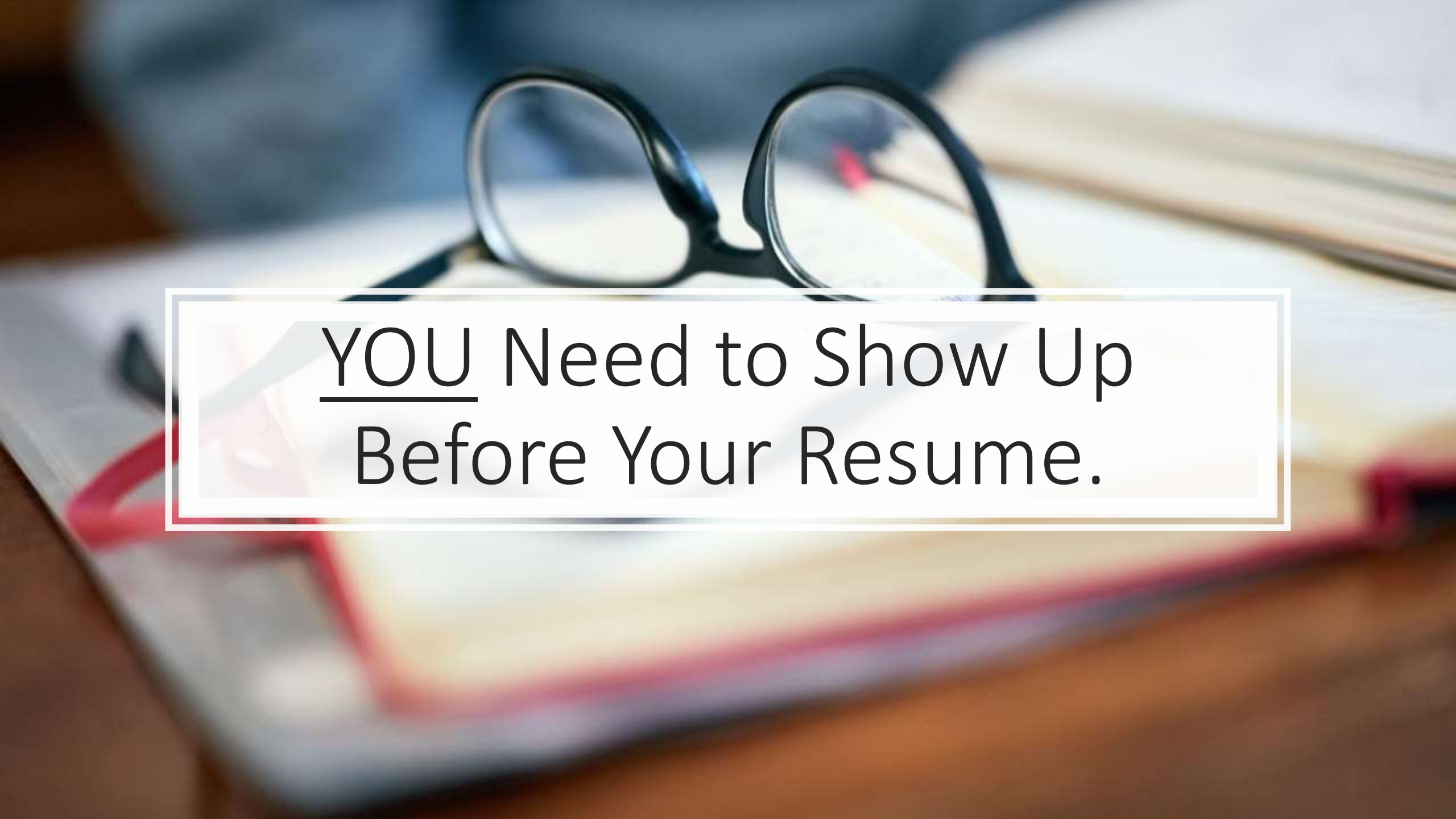


Recruiters Started Tapping Their Hidden Networks

80% of jobs are hidden
from the market

Who do you know that
would be a good fit for this job?





YOU Need to Show Up
Before Your Resume.



Leverage Your
“Family” Network

Who should be in YOUR Family Network?

People who
KNOW you, like
you and trust
you.

People who GET
what you do or
want to do.

People who **KNOW** you

Twins



Know you by voice (e.g. family, best friend)

Siblings



Know you by first name (e.g. close colleague)

First Cousins



Past relationship (very warm connection)

Second Cousins



Past acquaintance (friendly but not close)

People who **KNOW** you

Twins



Hey, It's Me.

Siblings



Hi, It's Shira.

First Cousins



Hi John, It's Shira Lotzar. Long time no see!

Second Cousins



Hello John, It's Shira Lotzar. We met...

People who **GET** you by PROFESSION (i.e your lane)

Twins



They DO what I DO (BEST referral source!)

Siblings



They do something **SIMILAR** to what I do.

First Cousins



They **UNDERSTAND** what I do.

Second Cousins



They're **FAMILIAR** with what I do.

People who **GET** you by PROFESSION

Twins



Digital Marketer (what I do)

Siblings



Marketing Communications (similar)

First Cousins



Public Relations Professional (understands)

Second Cousins



Sales Professional (familiar)

People who **GET** you by INDUSTRY (i.e. your community)

Twins



Animal Welfare Nonprofits

Siblings



Environmental Nonprofits

First Cousins



Anyone in the nonprofit sector

Second Cousins



Veterinarian

People who **GET** you by INDUSTRY

Twins



BioTech

Siblings



Medical Equipment Manufacturing

First Cousins



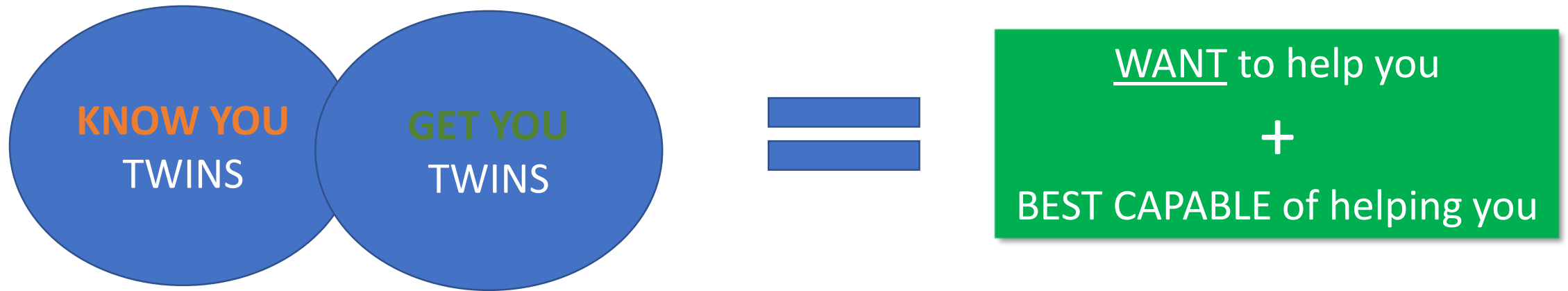
Hospitals

Second Cousins

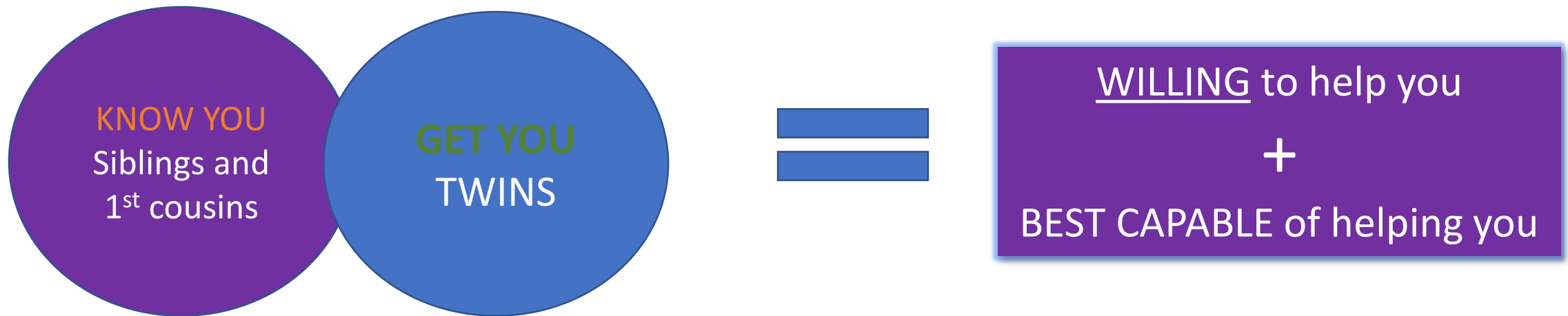


Health & Wellness

The BEST Networking Intersection?



The NEXT BEST Intersection?



Know Your Brand



COMMUNITY

(Industry, Mission, Sector)



LANE

(Profession / Occupation)

Crafting your elevator pitch for different “GET ME” family members?

The more they GET you, the
more SPECIFIC you can be.

The less they GET you, the
more GENERIC you need to be.

“GET ME” SAMPLE PITCHES

TWIN (profession + industry)

Digital Marketer in Animal Welfare Nonprofits

“I leverage martech stacks to boost donor engagement campaigns, and would love a connection into the Member Engagement department of WWF.”

FIRST COUSIN (profession + industry)

Public Relations for generic nonprofits

“I use marketing technologies to help animal welfare nonprofits with their fundraising efforts. I’d appreciate any connection you may have at the World Wildlife Fund.”

Reasons to Connect Through LinkedIn

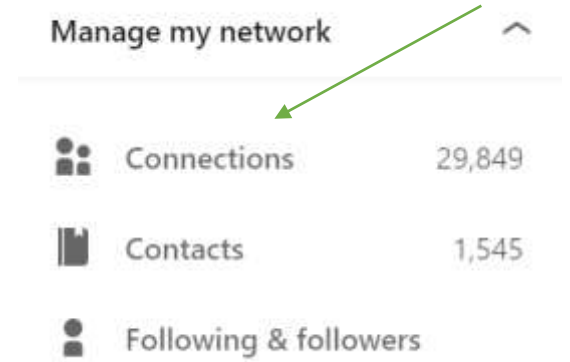
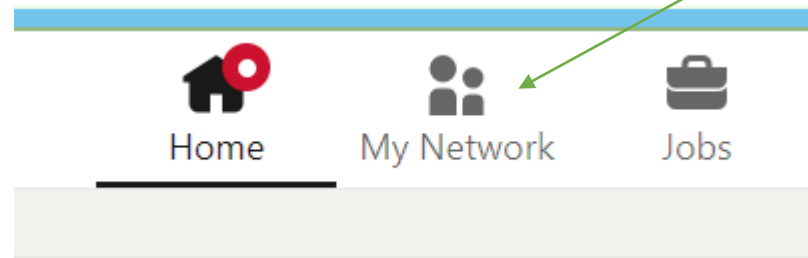
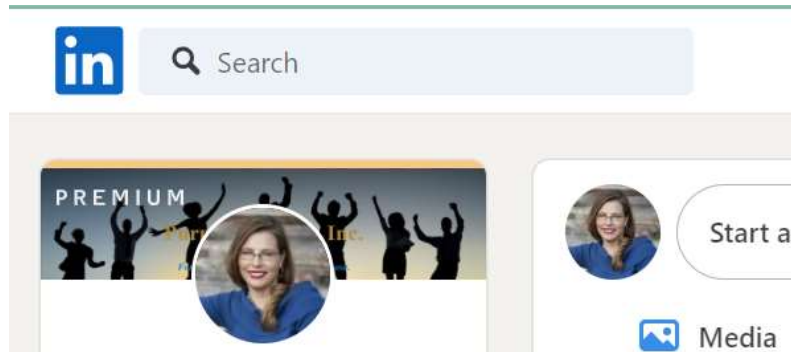


**Relationship Building
(or Rekindling)**



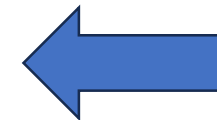
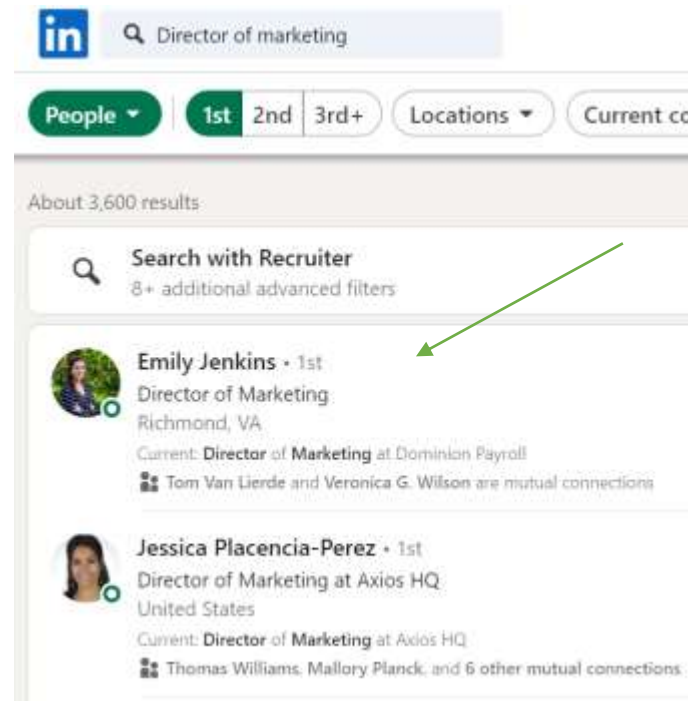
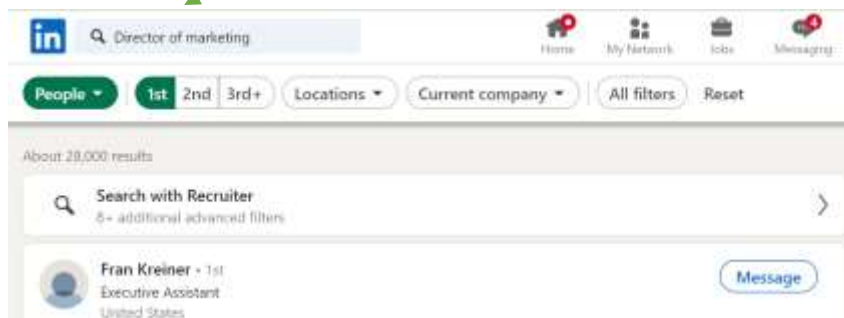
**Landing an Interview Through
an Internal Champion**

How to search for 1st level contacts



Search by name

Search with filters



Use this same page to search for 2nd level contacts

How to find your family members!

**Twin
Profession
(local)**

The screenshot shows the LinkedIn interface with a search bar containing 'digital marketing'. Below the search bar are navigation tabs: People, Courses, Jobs, Groups, Companies, Schools, Posts, Events, and All filters. The 'People' tab is selected, displaying a list of three profiles:

- Briana Evans • 2nd**
Digital Marketing Specialist
Washington DC-Baltimore Area
Current: **Digital Marketing** Specialist at Interior Federal Credit Union
Will Fuller, Sarah Respass, and 5 other shared connections
- Courtney T. • 2nd**
Digital Marketing Director
Baltimore, MD
Current: **Digital Marketing** Consultant at Amplitude Marketing
Provides services - Digital Marketing, Web Design, Marketing Strategy, Search Engine Optimization (SEO), Search Engine Marketing (SEM), Email Marketing, Social Media Marketing, Content Marketing, Marketing Consulting, Growth Marketing
- Gillian Vogel • 2nd**
Digital Marketing Strategist
Washington DC-Baltimore Area
Current: **Digital Marketing** Strategist at The OutCast Agency
Guy Newman, Alex Malek, and 3 other shared connections

Each profile has a 'Connect' button to its right.

Twin Industry (local)



 Home  My Network  Jobs  Messaging

People ▾

Connections ▾

Locations ▾

Current company ▾

All filters

About 201,000 results



Laurie Goodman • 2nd 

Nonprofit Copywriting for Animal and Environmental Welfare.
Pikesville, MD

Summary: ...**animal** and environmental **nonprofit** organizations...

Connect



LinkedIn Member

Animal Welfare Manager
Greater Reno Area

Past: **Animal Welfare** Manager at Nevada Humane Society



LinkedIn Member

Animal Welfare at SPCA
Columbus, Ohio Metropolitan Area

Current: **Animal Welfare** at SPCA

**Twin
Profession
+
Twin
Industry
(local)**



 Home My Network Jobs Messaging N

People ▾

Washington DC-Baltimore Area 1 ▾

Connections ▾

Current company ▾

All filters



Sydney Hearst • 2nd

Digital Advocacy Manager at Animal Welfare Institute
Washington, DC

Past: Social Media and Communications Coordinator at **Animal Welfare** Institute

 Bridgett Beasley, Kristine Stratton, and 8 other shared connections

[Connect](#)



Anita Yankova • 2nd

Director of Online Marketing at International Fund for Animal Welfare
Washington DC-Baltimore Area

Current: Director of Global **Digital Marketing** and Fundraising at IFAW

 Nellé Wulff, Vanessa Murphy, and 2 other shared connections

[Connect](#)

**Twin
Profession
+
First cousin
Industry
(1st level
connection
+ local)**



 Home  My Network  Jobs  Messagin

People ▾ | 1st 1 ▾ | Washington DC-Baltimore Area 1 ▾ | Current company ▾ | All filters



Keith Campbell • 1st 
Digital Marketing Strategist
Washington, DC
Past: Manager, **Marketing** and Communications at Home Care Association of America
 Alexandra LaCroix, Justin Chinich, and 13 other shared connections

[Message](#)



Beth Breeding • 1st 
Vice President of Communications & Marketing at National Turkey Federation
Washington, DC
Current: Vice President of Communications and **Marketing** at National Turkey Federation
 Oshan James, Brad Traverse, and 8 other shared connections

[Message](#)



Miranda Selover • 1st
Communications and Marketing Manager
Washington, DC
Current: Senior **Marketing** Manager at National Association of Independent Schools (NAIS)
 Yazmin Alfonso, Susan Gurley, and 2 other shared connections

[Message](#)



Kindling (or Rekindling) Relationships with LinkedIn Connections

Relationship Rekindling

**Reconnect with 1st level connections in
your profession or industry**

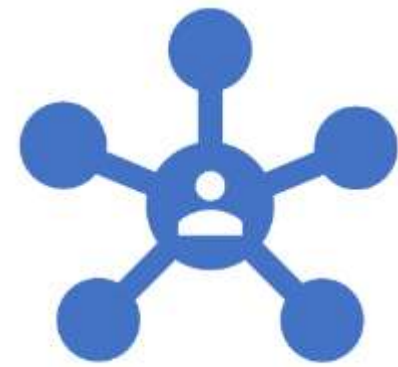
WHY?

Because they want to help you. (Really)
Because they need your help too.

Depending on the trust you built when you last saw them,
they should be happy to hear from you.

First and Second Cousins

You may need to remind them where you met.



Relationship Rekindling

Reconnect with 1st level connections in your profession or industry

HOW?

Reach out through LinkedIn and email to
schedule a Zoom call or F2F chat.

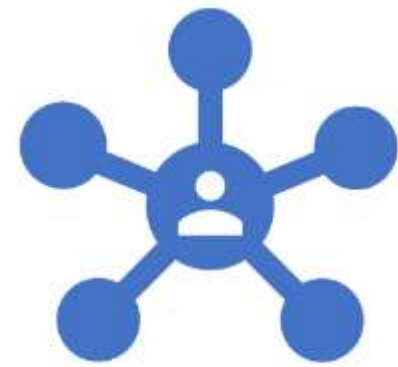
SAMPLE MESSAGE

Hi Jane,

*Hope you're well! It's been some time since we
connected in person, so I wanted to invite you for a
Zoom catch up call to hear how you're doing. Also
happy to share some developments on my end.*

*Ok if I toss out some dates? Let me know if there are
any days I should avoid in the next few weeks.*

*Look forward to catching up,
Shira*



Relationship Building

Connecting with 2nd level connections in your profession or industry

WHY?

- Because you share a common interest and can be mutually helpful
- They can share job opportunities that aren't right for them but are right for you
- People in your community can help you transition into their sector



Relationship Building

Connecting with 2nd level connections in your profession or industry



SAMPLE CONNECTION INVITATION

Hi John,

We're connected through Mary Smith. I'm reaching out because we share some career interests in the (X industry / profession) and I'm hoping you might be open to exploring synergies.

Let me know if you're interested in a Zoom chat, and I'll toss out some dates.

SAMPLE MESSAGE TO A 1ST LEVEL WHO KNOWS THE 2ND LEVEL

Hi Mary,

Hope you're doing well. I noticed that you're connected to John Smith at ABC company. I'd be grateful if you would consider forwarding him my attached resume, so he can keep me in mind for future X roles in his department.



Landing An Interview

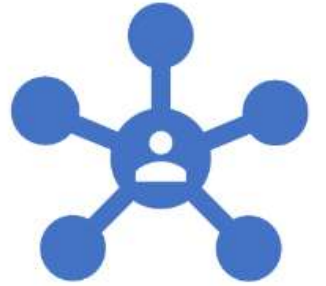
Find an internal champion to get your resume noticed

WHY?

- Online job boards are flooded with competition
- 80% of jobs are hidden from the market
- Someone could create a new job for you

HOW?

- Reach out to any / all of these people:
 - Hiring manager
 - HR / recruiter
 - CEO / C-suite
 - Someone in or close to the department you're applying for
- Leverage your 1st level connection
 - Most effective: reach out via LinkedIn message AND email to ask for an introduction
 - Most efficient: mention their name to your 2nd level connection



Landing An Interview



Sample Messages:

LinkedIn Connection request to 2nd level connection who WORKS at a target company. You already applied for a job and want an internal referral to the hiring manager, recruiter or HR person.

Hi John,

We're connected through Mary Smith. I recently applied for (Title.) As there likely have been a volume of applicants, would you be open to flagging my candidacy to the hiring manager for extra consideration? Once we connect, I'll send you my application. Many thanks!

LinkedIn Message to 1st level connection who KNOWS the hiring manager, recruiter, HR or C-suite exec at target company. You already applied for a job and want your application to be forwarded to one of those people.

(ALSO SEND THIS MESSAGE VIA EMAIL IN CASE THEY MISS THE LINKEDIN NOTE.)

Hi Susie,

Hope you're doing well! I'm reaching out because I noticed you're connected to Sally Smith at (Company.) I recently applied for their (Title) role and would appreciate you forwarding my application to her for extra consideration, since I'm sure she's swamped with candidates.

Attached are the cover letter and resume I recently submitted.

Thanks very much for your help, and let me know if there is anything I can do for you.

Tech Tip

REMEMBER!
When reaching out to a 1st level connection,
send a MESSAGE and an EMAIL



Find their email address in the contact
section of their LinkedIn profile



Vern Schellenger · 1st
Master Networker | Career Coach | Sports Junkie | Music Lover |
Dances Like Nobody's Watching
Naples, Florida, United States · [Contact info](#)

Vern Schellenger

Contact Info

 Vern's Profile
[linkedin.com/in/vern-schellenger](https://www.linkedin.com/in/vern-schellenger)

 Website
[contactscount.com](https://www.contactscount.com) (Company)

 Phone
239.940.3842 (Mobile)

 Email
vern@contactscount.com

 Connected
Sep 21, 2009

Tech Tip

When reaching out to 2nd level connection

**Craft a short connection request
(max 300 characters)**

If you have LinkedIn's free account, you can only send 5 personalized invites per month.

If you asked for a meeting and they agree, follow up with 3 date options.

Do **NOT simply say “Let me what dates work for you.”**



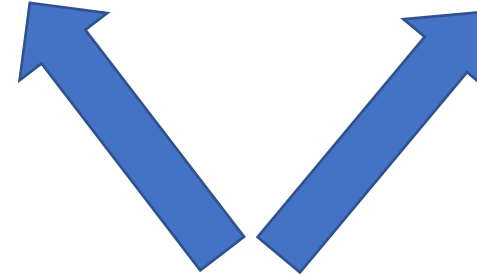
YOUR TURN!

Who are your family members?

KNOW ME

GET ME (profession)

GET ME (industry)



List the TYPE of
professions or industries.

Homework:
list specific names

LET'S CONNECT!

Shira Lotzar

Purposeful Hire, Inc.

shira@purposefulhire.com

703-508-9573

