

ELEVATE
YOUR

NETWORK

WORKBOOK

JAKE KELFER

From the best selling author
of Elevate Beyond

Elevate Your Network Workbook

Jake Kelfer

Elevate Your Network Workbook

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Welcome

Hi! Jake here! I'm stoked that you picked up this workbook and are ready to elevate your network. Inside these pages you will find tips and strategies to take your network to the next level.

In a world predicated on relationships, this workbook will help you connect with people that can change your life. Whether it's CEOs, athletes, decision makers, managers, etc., you will find the keys to unlock the secrets of networking.

If any point while you are reading this workbook and have questions, please don't hesitate to reach out. I'd love to hear from you! ☺

You can best contact me on the following social media channels:

Facebook: [Jake Kelfer Journey](#)

Twitter: [@jakekelfer](#)

Instagram: [@jakekelfer](#)

LinkedIn: [Jake Kelfer](#)

Snapchat: [@jkelf](#)

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Even if you don't have any questions, feel free to drop me a line and say hello. If you want to reach me in private you can email me at:

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6 Steps to Becoming a Champion Networker

Step 1: Commit to networking

In order to be a champion networker you first have to commit to networking. You have to be ready to go through the ups and downs of the networking process. You have to be ready to face rejection but at the same time be ready to create relationships with amazing people. For every one person that doesn't respond to you or doesn't want to connect with you, there are hundreds that do.

Networking is a process and like most processes, it takes time. It takes time to develop authentic relationships, but at the end of the day a true connection with someone is worth it.

You have to have the mindset that you are ready for your networking journey, because once you commit you are going to meet some incredible people and develop some life changing relationships. Once you get started and really commit to networking you wont be able to start. One person leads to five which leads to ten which leads to fifty and on and on and on.

Are you ready to accept the networking challenge?

Exercise: The first thing I want you to do once you are ready to commit to networking is to copy the following sentence. This is very simple and requires very minimal time, but the effect it can have on your mind and confidence is powerful.

"I am committed to becoming a champion networker."

Step 2: Find people you want to connect with

Now that you are committed to networking it is imperative that you figure out who you want to connect with and why you want to connect with them.

You are going to want to connect with people who interest you, have the job you want, work at the companies you want to work at, have experience in your desired industry or anyone that you think might be worth reaching out to.

The best places to find people are on their company directory, search engines and other social media platforms. Some companies, depending on their size and structure, will have the contact information listed right there for you. Other companies will only list the names and you will have to find their contact info another way. If this is the case ask your friends or family if they know anyone that works at these companies.

Other ways to find people are to use search engines or social media platforms. LinkedIn is the best social media site for business because you can search by company, name, location, or you can find new people through LinkedIn's "people similar to" feature. Twitter, Facebook, and Instagram are also good to use for finding information about people as people often place their contact info in their bio.

Exercise: Create an Excel document that contains the contact information of everyone you want to network with. I recommend have columns that include name,

For practice right now, please list out 5 people/companies who you want to connect with. You can pull out your phone and search or just write them down from memory. Don't limit yourself. Think big and challenge yourself to connect with people that inspire you and can impact your career.

Step 3: Connect with and set up informational interviews

Now that you are committed to becoming a champion networker and you have a great list of people you want to connect with, it's time to reach out and start creating relationships.

At this point in the process you will want to reach out and set up informational interviews.

For those of you that don't know or aren't familiar, an informational interview is a meeting where a job seeker/ networker seeks advice or information from someone in the industry, job, or career field that he/she is interested in. The goal of an informational interview is exactly what it seems, to get information!

The best ways to do this are by referrals, email and LinkedIn. At the end of this ebook you will see several templates on how to reach out and set up informational interviews. Yes, you can go ahead and peek now if you'd like ;)

When you ask for an informational interview, you want to be intentional, honest and respectful. Be intentional with your ask. Be honest with why you are reaching out. And, be respectful of the other person's time because you are asking for a favor.

Exercise: With the 5 names you wrote down in step two, I would like you to reach out to them and ask for an informational interview. Below, I want you to craft your informational interview outreach email.

Step 4: Conduct the informational interview

What comes after setting up informational interviews? ACTUALLY DOING THEM!

On average an informational interview will range anywhere from 5-15 minutes. I know what you're thinking... "How can I talk to a complete stranger for 15 minutes?"

Well, since I am a mind reader, and because I've had hundreds of hours of practice, I've created an informational interview breakdown.

Each informational interview is broken down into The Intro, The Convo and The Goodbye.

The Intro is where you make small talk and get comfortable with each other. It is a great place to get a feel for the person you are interviewing. You might be nervous and that is completely okay. Just take a deep breath and be yourself. (~1-2 minutes)

The Convo is the heart of the informational interview. It is the part where you dive in and learn about the person you are interviewing. This is the time to ask any question that you want as long as it is appropriate. (~5-10 minutes)

The Goodbye is crucial because you can show your gratitude and further develop the relationship. Make sure you say thank you and let them know you will be in touch as that is the key to being able to reach out again in the future. (~1-2 minutes)

Exercise: Think about what information you hope to gather from your informational interview. Then review these questions and think if there are any others that you might want to ask. You can write them down below.

- What has been your journey up to this point?
- What are your day-to-day responsibilities?
- What is the best part about your job?
- What is the company culture like?
- Where do you see yourself in 5 years?
- What advice do you have for someone trying to break into the industry?

Step 5: Follow up

You just had a great informational interview and are fired up about your new connection! The next step is to follow up and say thank you. You can send a thank you email and/or a thank you note.

Just a tip. Thank you notes go a long way and are always more memorable!

You want to send your thank you note within 24 hours as a general rule of thumb. IN a later section of this workbook, I will share with you how to write an effective thank you note.

For now, I want you to understand the importance of following up.

Once you've sent your thank you note, it is important to continue developing the relationship. Send an email every couple of months updating your connection on what you are up to, how the informational interview has positively impacted your career search or ask if there is anything you can do for your connection.

Following up does two great things: builds the relationship and keeps you at the front of their mind.

Exercise: See how to write an effective thank you note and create a draft.

Step 6: Enjoy the journey and your relationships

Congratulations! You are on your way to becoming a champion networker.

Once you start to create amazing and authentic relationships, it is important to enjoy them. Meeting new people is not just about advancing your career, but also to have fun along the journey.

Stay updated with your connections and don't be afraid to congratulate them on their successes. Even if you are a freshman in college and they are the VP of Google, everyone loves to be congratulated.

Continue to make more connections and use this process to expand your network and enjoy the results. As you meet more and more people you will be able to share opportunities with each other and help each other achieve your goals and dreams.

Using these steps, I have been able to connect with CEOs, celebrities, professional athletes, entrepreneurs and so many more people.

Always remember, **WE > me!**

Exercise: As you finish this section, I want you to write down the following sentence. Just as we did in the beginning, writing this sentence down will help become a champion networker.

"I am a champion networker."

How to Write an Effective Thank You Note

THANK YOU! Two of the most powerful words in the human language...

One of the most important pieces to networking and the job process is the thank you note. Every time you conduct an informational interview or do an on site interview for a job, you need to send a thank you note.

I cant stress enough the importance of writing a genuine thank you note because if you don't write one, not only are your chances of getting hired lower, but your chances of continuing to develop the relationship are lowered.

A thank you note takes all but 5-10 minutes to craft, but it can make a lasting impact. Here are the 4 essentials to include when crafting an excellent and memorable thank you note.

1. Thank the person for taking the time to speak with you

Thank you so much for taking the time to interview with me yesterday.

2. Mention one idea that you learned or enjoyed

I really enjoyed hearing you talk about your journey and how you have found success doing something that you love.

3. Mention one message that you will take away and apply to your daily life

I am definitely going to take your advice on asking more questions and being a lifelong learner as I continue my job search.

4. Thank the person again and let him/her know you will be in touch

Thank you for your time and I look forward to staying in touch.

Gratitude is a major key to succeed in life and by showing gratitude you let the person you spoke with know that you care and appreciate their time.

Be persistent and be genuine!

Thank you notes are not rocket science. However, they are necessary and mandatory if you want to receive more job offers and expand your network. Take the time to follow these steps and craft a memorable thank you note. What takes 5 minutes could be the difference in whether or not you receive the job or other incredible opportunities.

Elevate Your Network – Best Networking Practices

In this section, I will discuss 10 of the most important networking tips. These tips come from my upcoming book *Elevate Your Network* and were selected after surveying hundreds of people.

Each tip features three components designed to help you become a champion networker and build relationships through authenticity!

1. Quotes that you can repost or use to think about the best practice
2. Description of what the best practice is and how to use it
3. Networking in Action also known as an exercise you can implement immediately after reading the quotes and best practice

Kelf Key: Be authentic. Be genuine. Be sincere.

“I had no idea that being your authentic self could make me as rich as I’ve become. If I had, I’d have done it a lot earlier.” – Oprah Winfrey

“Be genuine. Be remarkable. Be worth connecting with.” – Seth Godin

“If you want the cooperation of humans around you, you must make them feel important – and you do that by being genuine and humble.”

– Nelson Mandela

Authenticity is everything when it comes to building a relationship. People respond well to other people who are authentic and sincere. There’s a reason Barack Obama inspired millions of people during his tenure. There’s a reason John Wooden was one of the most respected and successful coaches in history. There’s a reason Oprah is a hero and role model to millions. They are each authentic in their own way and speak the truth.

Authenticity means speaking from the heart. It means telling the truth and being a person of integrity. In order to build relationships that lead to new business/jobs or lifelong partnerships and friendships, you need to be sincere when you communicate.

Some of you might be thinking, how can I be authentic and sincere if I know that I am trying to network with someone for the result of getting a job? That’s a valid question. One answer is that if you are authentic, genuine and sincere and that comes through in your communication, it doesn’t matter what your objective is because who you are as a person

will speak volumes. By being sincere, you give yourself a chance to be seen for who you are and not for what you want.

Think about the long term and not the short term. If you think for the short term you are more likely going to place your interests above the interests of building a relationship. If you think for the long term you are more likely going to cultivate incredible relationships and appreciate the process. Networking is about building relationships and making sure that both parties benefit from each other.

Just because someone isn't ready to work with you today or give you a job doesn't mean they don't have someone who can or will want to in the future.

When you connect with someone, are you being 100% authentic or are you trying to impress them? Are you being genuine and speaking from the heart? Are you being sincere?

Networking in Action: Find any person in the world that you want to speak with. It can be an executive at your company, colleague or someone you bump into on the street. Walk up to them and just say hi and smile. Introduce yourself and ask them how their day is going.

Kelf Key: Add Value

"Strive not to be a success, but rather to be of value." - Albert Einstein

"Saying hello does not have an ROI. It's about building relationships." - Gary Vaynerchuk

Always, always, always add value to someone else's life. The more value you add the more irreplaceable you become. When striving to build relationships in your life, career and business, you should focus on helping others achieve success. When you can make someone else better or happier because of your efforts, you will not only build relationships, but you will build incredibly strong and meaningful relationships which will lead to amazing opportunities and experiences.

If you are trying to get a job or trying to turn your internship into a full time position, adding value is one of the best ways to improve your chances of being hired. Employers and recruiters want to see that you are passionate and willing to do whatever it takes to positively impact the company.

Start small by saying please and thank you or doing tasks no one else wants to. Show up early and leave late. Send an email to a contact and ask if there is anything you can do for them. Look around at the people in your inner circle and ask yourself, "what can I do to elevate the group?"

A professor at the University of Southern California once told me that in order to make a name for yourself, you have to add value. Add so much value that you become irreplaceable in the eyes of the company or decision maker. This advice has stuck with me to this day and now, I am sharing it with all of you.

In every aspect of your life you can add value. You can add value in your family life by telling your family you love them. You can add value in your relationships by doing something nice for someone you care about. You can add value to your financial situation by promising to save money when you can. You can add value to your body by working out. You can add value in your professional life by being proactive about a task and taking initiative.

Think about your interactions with people and companies. Are you adding value? Is the person better off because they met you? How do you impact the company's bottom line? What can you do to make sure customers have a better experience when they work with you?

Networking in Action: The next time you interact with a business professional ask if there is anything you can do to help them.

Kelf Key: Be a Good Listener

"Most people do not listen with the intent to understand; they listen with the intent to reply." – Stephen R. Covey

"When you talk you are repeating what you already know. But if you listen, you may learn something new." – Dalai Lama

"The mark of a good conversationalist is not that you can talk a lot. The mark is that you can get others to talk a lot. Thus, good schmoozer's are good listeners, not good talkers."– Guy Kawasaki

People love to talk about themselves. Let them! Listen to what someone has to say and encourage them to talk about themselves. When you do this you will gain valuable insight and learn a lot. Better yet, the other person will appreciate your willingness to listen and be more willing to continue developing the relationship.

The strength of a relationship is based on the level of comfort, trust and enjoyment you get from the other person involved. When you ask questions and listen, you build trust and a level of comfortableness.

Let me put it to you this way. The more questions you ask, the more you can learn about another individual. The more you listen to their answers, the better your responses. The

better your responses, the more engaging and sincere you are. The more sincere you are, the more they trust you. The more they trust you, the deeper the bond becomes. The deeper the bond becomes, the more likely they are to have your back, feed you opportunities and support your life endeavors.

Originally, all you thought you were doing was asking questions because you were genuinely interested in learning about another person. What you ended up doing was laying the foundation for a fantastic relationship. Don't underestimate the power of asking questions and being a good listener.

Networking in Action: Practice listening. Ask you parents, your roommate or a friend several questions and focus on what they say. Ask follow up questions that are triggered by their responses to your first few questions. Watch how much they appreciate you and how much you actually learn.

Kelf Key: Make Yourself Available

“Relationships take time and effort and the best way to spell love is T-I-M-E.” – Rick Warren

“The greatest gift you can give someone is your time. Because when you give your time you are giving a portion of your life that you will never get back.” – Anonymous

With networking, it is vital that you are available and accessible. I understand that some of us want to stay in our own little bubble and keep to ourselves while others of us want the whole world to be able to reach us. However you feel is totally okay.

With that said, if you want to build relationships and elevate your network you must set aside time to network. Set aside 15 minutes a few times throughout the week that is dedicated to meeting new people or fostering your relationships.

Make your social media profiles public especially your LinkedIn. The more visible your social media is the more chances recruiters have of reaching out to you. The last thing you want to do is keep your contact information private and miss out on a recruiter trying to contact you. If you do decide to make your social media public, be aware that everyone will see anything you post.

Relationships aren't built overnight so give yourself time to create them. When you meet someone or are looking to connect with potential employers give them several options for when you can talk or meet for an interview. This shows you are willing to work with them and can adapt to help make their lives easier. Give yourself every advantage you can by making yourself available.

Then as you develop the relationship continue to be flexible and willing to make time for them. I am not saying be available at all times or change your schedule to make time for someone else every time they ask. I am saying to consider being flexible and being a team player especially when it comes to setting up an informational interview with someone of interest or interviewing for a job.

I don't care who you are, you can't build a network by being busy all the time. You need give yourself time to connect with others.

Networking in Action: Set aside 15 minutes a day for networking. Make networking part of your daily routine. Give multiple options of availability when scheduling informational interviews or job interviews.

Kelf Key: Elevate Your Elevator Pitch

“The purpose of an elevator pitch is to describe a situation or solution so compelling that the person you're with wants to hear more even after the elevator ride is over.” – Seth Godin

“If you can't explain it simply, you don't know it well enough.” – Albert Einstein

Every interaction is an interview. Every time you speak to someone new or speak to someone again, you are being interviewed. It is your job to always present yourself in a professional, yet authentic way. A lot of times, the best opportunities come when you least expect it. That's why you need to have your elevator pitch down. You have to be able to talk about who you are and what you are trying to accomplish in about 30 seconds.

Imagine you are at a Starbucks and someone asks you what do you do. You need to be able to answer them quickly and efficiently because your answer could be the difference between a one-time encounter or a lifetime of friendship or business.

Imagine you are at a sporting event, the supermarket or even the elevator. You should be able to clearly articulate who you are and what your mission is because you never know who you are talking to until you know.

In a job interview or informational interview, you will be asked every time to “tell me about yourself.” When someone asks you this you want to answer in a rehearsed, but not robotic fashion that shows you know who you are and what your objectives are.

An elevator pitch can be done in many ways but I recommend breaking it down into three parts:

- Share your story (Who are you?)

- Share your skill set (What value can you add and what skills do you have?)
- Share your goal (What are you looking to accomplish?)

Your elevator pitch will change as your progress through your career and experience your journey, but no matter where you are in life, it is your responsibility to know your story and what value you can add.

Networking in Action: Ask a professor after class to spend 5 minutes with you practicing your elevator pitch. Record yourself practicing in front of the mirror. Rehearse your story and practice your elevator pitch every week especially during interview season.

Kelf Key: Establish Credibility in Your Industry

“Brand yourself for the career you want, not the job you have.” – Dan Schawbel

“Position yourself as a center of influence, the one who knows the movers and shakers. People will respond to that, and you’ll soon become what you project.” – Bob Burg

Do you want to be able to command meetings with decision makers? Do you want to have people reach out to you? Do you want to connect with thought leaders and celebrities? If you want to be an extremely effective networker, you have to establish credibility.

Every interaction and conversation you have is your chance to show that you are knowledgeable about your industry. You should be able to answer any and every question with confidence that someone asks about you, your career goals or your business. Chris Leggio, Partner and President of Mark Christopher Auto Center, is incredible at this. If you talk to him about his business, trends, or company objectives, he can answer any question in depth and with passion. Every time I finish talking with him, I either want to buy a car or hear more. He establishes credibility by being so confident and knowledgeable about his industry.

The other reason he is so credible is because if he doesn’t have an answer, he will direct you to the person who does. He knows his business inside and out and leverages that to help build new relationships with executives and celebrities around the country.

With the world becoming more and more digital, social media is one of the fastest ways to establish credibility. You have to power to control all of the content you produce and share with the public when you have social media. If you want to establish credibility while you are searching for a job, build a profile on any platform and start talking about your industry. Offer tips and strategies that add value to other people in your line of work and you can become a thought leader and credible go to source on that topic.

Sarah Bergstrom and Caroline Deisley are two examples of people who did an incredible job of establishing credibility through social media. During their time at USC, both women built a presence on Twitter by posting thoughtful content and interviews. They added value to the sports world and connected with successful athletes and sports business professionals. Establishing credibility was a huge plus for them as it helped Sarah secure a job with The Player's Tribune and Caroline with the Denver Broncos.

Grant Cardone, international sales expert and NYT best selling author, has used social media to establish himself as the go to guy for motivation and sales. He posts constantly throughout the day offering valuable information time and time again. He has shown to the public that he is an expert and what he does produces results which gives him credibility and the ability to grow a huge following.

Establishing credibility is important for building your personal brand and setting yourself up for respect in your career and business.

Networking in Action: Find the experts in your field and follow them. Next, start creating content related to your topic. If you are trying to break into entertainment, tweet about entertainment, retweet professionals, comment on thought leaders' content. If you are trying to break into finance, post about ways to save/invest your money while in college. Be confident in your knowledge but always be willing to learn more.

Kelf Key: Set Up Informational Interviews

"Information is the currency of democracy."

- Thomas Jefferson

Informational interviews are crucial to succeed in every aspect of life, but especially in the job searching process. For those of you that don't know, an informational interview is a meeting where a job seeker seeks advice or information from someone in the industry, job, or career field that they are interested in.

Informational interviews are a huge part of networking and establishing a relationship. It is often your first real conversation with someone and the best part is, they are willing to help you and answer questions about their journey, job and company. Don't take this lightly! It's not every day people are willing to take time out of their busy schedules in order to answer questions.

I want you to understand something extremely important. Be polite and respectful of the interviewee's time. They are taking time out of their day to help you so be appreciative and thankful.

You should strive to set up informational interviews with people who have your dream job, work at your dream company or peak your interest. Once you've identified someone in one of these categories, you should reach out and schedule an informational interview.

When I was in college, I spent hours upon hours connecting with people of interest and setting up informational interviews. I knew that the more people I got to know, the more clarity I would have in my life and my career. This led to me meeting hundreds of people in different walks of life and helped me build relationships with people all across the country.

Informational interviews are so valuable because they help you understand different jobs that are available. They help answer your questions and concerns about getting a job. Sometimes, they prevent you from making a terrible mistake by taking a job for the wrong reasons.

The key to every informational interview is to get information that will help you build relationships and help you find clarity in your job hunt. No one ever signed a contract, job offer or married the love of their life without first getting to know someone.

The process of scheduling an informational interview is as follows:

- Find someone you want to connect with
- Reach out to them
- Ask for an informational interview and schedule a time
- Prepare questions
- Conduct the informational interview
- Send a follow up thank you note

I know I make this sound extremely easy, but it requires hard work and persistence. If you are sincere and authentic, you will be able to schedule more informational interviews and develop stronger connections.

What are you interested in? What is your dream job? Who has that job? What company do you want to work at? Who works there that you want can learn from?

Networking in Action: Find 3 people who have your dream job. Get their contact information and then ask them politely and respectfully for an informational interview.

Kelf Key: Track Your Relationships

“Find a list method that works for you. Doodles, bullet-points, charts, what suits you best?”

– Sir Richard Branson

Networking isn't just about talking and meeting new people. It is about cultivating and maintaining those relationships. You should always keep a database of who you are networking with and when. This way you can stay up to date with your network and be on the lookout for any reason to reach out or follow up.

There are many ways to do this, but I recommend having a list that contains everyone you network with. Include their name, their job, company, reason for reaching out, a few things about them and then the dates you talk to them. This doesn't have to be some grand list that you keep updated religiously. It should just serve as a platform for you to reference as you build your network. Figure out what works for you and use it to track your relationships.

The most successful people and best networkers keep a list of every person they meet and track their relationships. In the time that follows, they use their list to send articles, books, and gifts that they think the other person can benefit from. By doing this, these expert networkers are able to add more value to their network building a stronger bond.

Creating a system that works for you will help you keep track of your network without having to constantly think about it. Networking is a process and when you establish a system to track your relationships that works for you, it makes this process a little simpler and easier to manage.

Networking in Action: Create a document on paper or on your computer and title it whatever you want. Take your professors and contacts and input their information in your new networking document. Use different colors to track your level of relationship. For example, use yellow when you need to reach out to someone again and follow up. Use green for a meeting scheduled. Create a system that works for you and get in the habit of updating this document regularly.

Kelf Key: Become Genuinely Interested in Other People

“If people like you, they will listen to you. If people trust you, they'll do business with you.”

– Zig Ziglar

“You can make more friends in two months by becoming interested in other people than you can in two years by trying to get other people interested in you.” – Dale Carnegie

People know whether you are sincere or a fake when it comes to networking. People can tell if you are networking because you genuinely care or because you want something.

I've had people, who I don't know, ask me in a cold email if I can do them a favor and introduce them to someone in my network. When I receive an email like that, I am immediately turned off because I can tell right away that the person is trying to connect for selfish reasons and isn't interested in adding value or getting to know me at all.

Dale Carnegie says in the world-renowned book, *How to Win Friends & Influence People*, “a person's name is to that person the sweetest and most important sound in any language.” Here's a quick little tip to make yourself more memorable. When you meet someone in person or digitally, start the conversation by saying their name and finish the conversation by saying their name. Trust me, they'll notice.

How good does it feel when you see someone you've met just a few times come up to you and greet you by your name? I don't care who you are, it feels great!

In order to build extraordinary relationships, you need to become genuinely interested in other people. You have to listen to them; their needs, their wants, their desires.

When you become genuinely interested in people you will notice that not only are you enjoying your relationships more, but you are learning more and building a deeper bond. If your objective is to get a job, the more trust you have, the more likely you are to get hired.

Allow yourself to be vulnerable when getting to know someone. Let them know you are open and willing to work with them. Show that you want to hear about their life and journey. When you become genuinely interested in others, you can build trust and respect, both essential for success.

Networking in action: Find your reason for reaching out and approach people with the mindset that you are extremely interested by what they do. Write down people's names after you meet them and remember it for next time.

Kelf Key: Have a WE Mentality, Not a ME Mentality

“Alone we can do so little; together we can do so much.” – Helen Keller

I'm just going to say it. Networking is not about what other people can do for you. Networking is about what we can do for each other. Whatever your objectives are, it is critical that you have a WE mentality instead of a ME mentality.

Too often, people fall into the trap of networking with the wrong mindset. We approach networking with only our goals in mind such as doing an informational interview or landing a job. We see only the end result for what we want. It's great to visualize what you want but it is imperative that along your journey you are not taking advantage of others but rather, trying to help others grow and elevate as well. Networking is your opportunity to bring others to the top with you.

When you are looking out for others and others are looking out for you, you will receive access to opportunities that wouldn't have otherwise been provided. If you only think in terms of ME, you will miss out on successes and potentially life changing experiences and relationships. Think about WE and work with others.

Competition is great and while you are going to compete against hundred if not thousands of other people for the same jobs, the most successful people in the job searching process are the ones that have a WE mentality. Recruiters want to see people who are abundant thinking and growth minded. When you network for a job, compete not only to win, but to create relationships because like I mentioned you never know who might be able to help you down the road.

Don't burn any bridges for your short term benefit. Instead continue to build bridges and eventually you and your network will be able to add value to each other.

Do you think in terms of what can someone do for ME or do you think in terms of how can WE work together to add value to each other? Is your goal to improve you or is your goal to create meaningful, mutually beneficial relationships?

Networking in Action: Before you meet someone new or reach out to someone, think about what you can do to make this relationship a win-win. Go into every introduction with the attitude of creating a mutually, beneficial relationship.

Email Networking Templates

Sample Thank You Note for Informational Interview

Hello (name of person you interviewed),

Thank you so much for taking the time to talk with me yesterday. I really enjoyed learning about your career path and journey. I think that what you do for (company name) is truly making a difference in the world. I will definitely try to always incorporate helping others in whatever I do in life. Thank you again and I look forward to furthering our relationship.

Best,

Your Name

Sample Thank You Note for On-Site Interview

Hello (name of interviewer),

Thank you for taking the time to interview me. I learned a lot about the company and your role with them. Your energy and passion for your job confirmed my desire to be apart of the team. Thanks again and I am looking forward to hearing your decision.

Best,

Your Name

Sample Follow Up Email about Decision After Interview

Hello (name of interviewer),

How was your weekend? I wanted to follow up about my interview. You mentioned that you would let me know your decision about a week after. It's been two weeks since my interview so I wanted to check in and see if you had made a decision or if I am still in consideration for the job? I am still very excited to potentially have the chance to work with you and everyone else at (company name). Have a great rest of your day and I will talk to you soon.

Thanks,

Your Name

Sample Follow Up/ Update Email About New Job

Hello (name of contact),

How are you doing? I hope everything has been going well over at (name of company they work for). I wanted to update you and let you know that I received an internship with (company name). I used some tips that you gave me the last time we spoke and it definitely helped. Anyways, I hope all is well and if there is ever anything you need me to do, please let me know. I'd be happy to help. Talk to you soon!

Best,

Your Name

Sample Email Update About Your Life/ Building the Relationship

Hello (name of contact),

I hope you had a great weekend and your week is off to a great start. I wanted to let you know that I am still pursuing my passion of being in the (name of industry). I am hoping to finish school next semester and I can't wait to get started in the real world. I always think about your advice about being open minded and it has helped me in many situations. I hope everything is going well for you and I look forward to connecting soon.

Best,

Your Name

Sample Email for Cold Networking Opportunity

Hello (name of person),

How are you? My name is Max Jackson and I am a senior at the University of Southern California majoring in business administration and minoring in advertising. I am very interested in (company name) and learning more about the company. I would love to set up a time to discuss more about what you do. Please let me know if you have any available time even if it is just a few minutes. Thank you for your time and I look forward to speaking with you!

Thanks,

Your Name

Sample Email for Personalized LinkedIn Connection Request

Hello (name of person),

I recently came across your profile and I am interested in what you are up to. I would love to connect and learn more about you and your job.

Your Name

Sample Email for LinkedIn Networking Message Once Connected

Hi (name of person),

Thank you for connecting with me! To tell you a little more about myself, I am a sophomore at the University of Florida majoring in accounting. I am extremely interested in learning more about the accounting world and how I can combine my accounting education with my passion for entertainment. I noticed that you were able to do that with your current job and I would love to hear how that came to be. Would you be interested in setting up a time to speak with me? Even if it is just a few minutes, I would be happy to schedule a time. Thank you and I look forward to connecting.

Thanks,

Your Name

Sample Email for Connecting with a Mutual Colleague

Hello (name of person),

I saw on LinkedIn that we are both connected to (name of mutual connection). She is a great friend of mine and is doing amazing things for the (company name). I was wondering if you would be available to set up a time to connect as I would love to learn more about your career path. Looking forward to hearing how you are connected to (name of mutual connection) and talking to you soon!

Thanks,

Your Name

Sample Email for Asking a Friend or Family Member for Help With an Introduction

Hello (name of family or friend),

How are you? It was great seeing you at Emily's birthday gathering last weekend. It's been too long, but I enjoyed catching up and learning about what you have been up to. I wanted to follow up with you about the person you thought would be good for me to meet and talk to. Would you mind sending me their contact information? Thanks again for doing this and I will be sure to let you know how it goes. Have a great rest of your week and I hope to see you again soon.

Thanks,

Your Name

Sample Email for Students Talking to Students

Hello (name of friend),

What's up? That party on Saturday was pretty awesome. It was such a great surprise to see you there. I know you mentioned that your parents or friend might be good for me to talk to about my future, so I was wondering if you could put me in touch with them? I can text, email, or call; whatever is easiest for them. Thanks in advance and I will see you around.

Best,

Your Name

9 Exercises That Will Make You a Better Networker

Building a network takes time. The number one thing to remember is that networking is about authenticity. It is not just about what people can do for you but rather it is about creating a mutually benefitting relationship. No matter where you are in your networking journey, these exercises can and will help you become a champion networker.

Beginner

1. Visualize yourself having a conversation with someone you want to meet.

For me, I would visualize meeting the Rock or Gary Vaynerchuk.

2. Smile at a stranger.

You can do this at the grocery store, school, vacation, or anywhere you want.

3. Invite someone you already know out for coffee or a drink.

Feel free to start with one of your classmates or a friend who you haven't seen in a while.

These three exercises are designed to start making you feel more comfortable with the idea of networking. These exercises aren't anything new to you but merely suggested to help improve communication and your mindset.

Intermediate

1. Connect with at least 1 person on LinkedIn daily for a month.

Start with someone you are interested in learning from or who has the job you want.

2. Find 10 people in your desired field and get their contact information.

You can search on company directories, social media, and LinkedIn to get started.

3. Reconnect with someone you've worked with or did an informational interview with.

Send a message, email, or give someone a call to do this.

These exercises are designed to build your network. They require you to do research and take action. Doing these exercises will help you maintain and grow your network leading to more connections and opportunities.

Advanced

1. Start a conversation with someone you don't know at a restaurant or market.

All you have to do is say, "Hi, how are you?" It doesn't have to be anything intense.

2. Set up 2 informational interviews every week.

For this, you want to be extremely active on LinkedIn and social media/email.

3. Build a relationship with an influencer by using a combination of social media platforms.

For professional relationships I would start by connecting on Twitter and LinkedIn.

These advanced exercises combine courage, creativity, and discipline to become a better networker. These exercises require that you take time to build your relationships and can be a great way to improve your job standing while also learning more about people you've always wanted to connect with.

Challenge: If you want to put your skills to work, try doing these three things in the next month.

1. Connect with 7 people on LinkedIn daily.
2. Get the contact info for 30 people in your desired field.
3. Conduct 10 informational interviews.

Hint: I will count as a LinkedIn connection as long as your request is customized. My contact info is jake@jakekelfer.com. I will gladly be one of your informational interviews. Just visit jakekelfer.com and sign up for a 15-minute call.

For many of you, these exercises will be difficult. For many of you, these exercises will be easy. Regardless of how difficult or easy they are for you, it is important to understand that by doing these exercises, you are taking action and building a bigger and better network. Networking is about creating genuine, mutually benefitting relationships in all aspects of life.

Once you do these exercises, let me know what you think. What was your favorite? What provided the most value? What was the most challenging? Let me know your thoughts or other exercises so we all can continue to become better networkers.

Kelf's Keys to Designing a Remarkable and Unique LinkedIn Profile

To compete with the millions of people using LinkedIn, you'll want to make sure you elevate your profile features and add your own unique flair.

Everyone's profile begins the same. It's up to you to make yours stand out!

LinkedIn Stats

6.5 Million active job listings on LinkedIn

94% of recruiters are using LinkedIn to vet candidates

There are over **40 million** students and recent graduates on LinkedIn which is LinkedIn's fastest growing demographic.

The Fundamentals

1. **Profile Photo:** Having a high quality photo is a must. Professional headshots are recommended but make sure the photo represents you and shows your personality as that will increase engagement.



2. **Professional Headline:** You have 120 characters to capture the attention of hiring managers and recruiters. Include one or more titles that you have for yourself that will tell your story and keep recruiters reading.

*Ex. Bestselling Author of Elevate Beyond | High Energy Inspirational Speaker/
Founder of Professional Basketball Combine*

3. **City and Industry:** The city you should use is the location where you are currently working or living, not where you would like to work or live. Your industry, on the other hand, should be the industry you would like to break into.

Ex. Greater Los Angeles Area

4. **Summary:** The summary section is where you focus on the entire story you are trying to tell. Make sure to include keywords that you think recruiters will be searching for in an ideal candidate. Keep this section short but filled with information describing who you are and what you are trying to accomplish. Be sure to include a call to action. Where do you want to be? What industry/ job are you looking for? Let people know because you never know who might come across your profile.
5. **Contact Info:** Make sure to include your contact info in multiple sections on your profile. In your summary, include a line like, "Please feel free to reach out to me at yourname@gmail.com as I am looking to network with other great, determined individuals as well as find a company in which I can make a positive difference." Also, include your contact info at the bottom on your profile in Additional Info.
6. **Experience:** The key here is to make sure your jobs and job titles are consistent with your resume. Add a couple of bullet points leading with your best one to highlight your responsibilities and value added to the company. You don't want to overwhelm the reader so only include relevant details that show how you improved yourself and the company as well as any skills you learned.

Adding Your Own Flair

1. **Make your profile very visible:** You don't want to miss out on an opportunity to talk with a recruiter because your profile is set to private.
2. **Keywords:** Recruiters search for candidates and connections by keywords so make sure you have keywords that are related to the job you want in your headline, summary and throughout your profile.
3. **Publishing posts and sharing updates:** Share your experience, expertise, and knowledge with the LinkedIn community. This is a great way to build your brand, show your personality and differentiate yourself.
4. **Endorsements:** Start by endorsing other people for great work and they will often reciprocate the favor. Also, ask people you trust to endorse you as endorsements help with keyword search ability.

5. **Groups:** Join groups in your desired field or industry so you can connect with like-minded individuals, learn what other people are doing, and find job opportunities that are directly related to your interests.
6. **Extracurricular:** Include volunteer work, languages spoken, relevant course work, causes you care about, publications or anything else because doing so increases your relatability and gives a glimpse into who you are outside of your work experiences.

Connect with Jake

Networking is the creation of genuine, mutually benefiting relationships in all aspects of life. It is based on the principle of WE > me and when you focus on adding value to the people around you, you will find great success and happiness in your relationships!

No matter what life may bring, always remember that you have the power to control how you react. You have the power to create a journey worth living and a story worth telling.

Please don't hesitate to reach out with your thoughts. Actually, I encourage you to reach out as I love meeting new people and connecting with other determined individuals.

Please email jake@jakekelfer.com for the following: speaking inquiries, personal life and career coaching, media opportunities or general questions.

Facebook: [Jake Kelfer Journey](#)

Twitter: [@jakekelfer](#)

Instagram: [@jakekelfer](#)

LinkedIn: [Jake Kelfer](#)

Snapchat: [@jkelf](#)

Website: www.jakekelfer.com

Thank you for completing my workbook on how to elevate your network. You never know who you are talking to and connecting with until you know. Keep an open mind and enjoy the journey of networking.

JAKE KELFER



Jake Kelfer is a bestselling author, high energy inspirational speaker and founder of the Professional Basketball Combine. He aims to inspire millions of people on their journey to achieving their own definition of success. His first book, [Elevate Beyond](#), provides a framework for gaining an advantage in school, work and life. You can connect with him on [Facebook](#), [Twitter](#), [Instagram](#), [Snapchat](#), [LinkedIn](#) or by emailing him at jake@jakekelfer.com.