

## NETWORKING

# The Short Version

### THE PROBLEM IN ONE PARAGRAPH

Job boards are a black hole. Companies post jobs they're not really hiring for. Four thousand people apply using automated tools. Your resume never reaches a human. And on the other side, hiring managers are drowning in robo-applications and can't find real candidates. This is not a you problem. It's a broken system problem — broken for everyone. The fix is to stop using the broken system.

### THE MOVE

Find a company you actually want to work for. Research it enough to have a real conversation — read the CEO's letter in the annual report, watch a talk by someone senior, pick up the language they use to describe themselves. Then find someone in your network — one, two, or three degrees out — who can introduce you to someone who works there. Not HR. Not a job posting. A person.

*"I'm not asking them to hire me — I just want a conversation. Would you make an introduction?"*

### IF YOUR NETWORK IS THIN

You don't need a deep bench to make this work. Your college alumni database is underused — the shared school is enough to get a yes. Professors and former employers know more people than you

think. People who post publicly on LinkedIn are self-selected as people who like to share. And cold outreach works when it's specific: "I read your piece on [topic]. Would you have 20 minutes?"

## WHY THIS FEELS HARD (AND WHY IT GETS EASIER)

Asking for an introduction feels vulnerable. You might worry you're bothering someone or that they'll say no. Here's the truth: most people say yes. They remember what it was like to be starting out. The discomfort you feel is the gap between how big this feels to you and how small it feels to them. The first time is the hardest. After that, it compounds.

## WHAT TO DO WHEN YOU GET THE CONVERSATION

Don't ask if they're hiring. You're not there for a job. You're there to learn about the company and let them learn about you. Be curious. Be specific. Show you did the work. When they ask what you're looking for, lead with skills — not job titles. Describe the work you want to do, not the title you want to have. Then ask where that kind of work lives in their company.

*"Is there someone else on your team you think I should talk to?"*

## THE THREE THINGS THAT KILL A GOOD INTRO

1. Asking about open positions in the first five minutes
2. Answering "what are you looking for?" with a job title
3. Not following up

## WHEN THINGS GET COMPLICATED

They say "send me your resume for HR." They say "we're not hiring." The conversation goes well and you need to keep momentum. They ghost you after the intro. You're in the formal process and need to carry the advantage forward.

Every one of these scenarios has a specific move and a specific script. That's what the full playbook covers.

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**The full playbook has every scenario, every script, and the exact words for every curveball.**

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