

10 Guidelines for Career Networking In Portland Oregon

1. Buy this book: "Rites of Passage: Finding a Job at \$100,000 Plus" by John Lucht.
2. Oregon Business Magazine: Ranks top public, top private and "best places to work"
www.oregonbusiness.com
3. Portland Business Journal weekly. December Annual Book of Lists. www.bizjournals.com
4. Use a good web search engine to research companies and people. www.google.com
5. Join and volunteer time at Oregon Entrepreneurs Forum. www.oef.org
6. Attend networking events sponsored by these organizations and the American Marketing Association or other professional society.
7. Updated and accurate resume, including reverse chronology job history. Always forward a copy in advance of any networking call. Consider making a personal business card to use when meeting people.
8. Develop specific and clear priorities and goals. Do not network until you have thought through exactly what you want and therefore why the networking target is appropriate to your specific goal. Bad: "I want to stay in Portland. Do you know if any good jobs?"
Good: "I want to work for a privately held mid-sized tech manufacturing firm here where I can develop and implement brand marketing". Be willing to meet over the phone: just meeting for "a cup of coffee" can use up a couple of hours of your target's time, and likely your networking contact gets 4-8 of these requests per month.
9. Use the networking contact to verify/amplify research you've already done. "I read several stories on Unified Global Inc. and talked to a couple of their customers. Do you know anyone in their distribution facility in Clackamas that I could talk to about purchasing management?" or, "here are my top 20 targets in Portland. Can you help me make contacts at any of them?"
10. Stay in touch. Even if your networking contact didn't get you a job, you owe it to him/her to confirm where you landed, including contact information.

Good luck!