

## Networking –Tools



### Portfolio-

When attending networking events, especially seminars or conferences, bring a portfolio. A nice planner/binder or day timer conveys a professional image. It can have a calendar, pad of paper, pen/pencil holders, business card holder, and sleeves for resumes and/or handbills. This can also be used during interviews to hold additional documents, i.e. salary requirements, references, questions for the interviewer, and examples of work.

### Why You Need a Resume Business Card

When conducting a job search you need to promote your brand, who you are, what you can do, and how to contact you. This is done with Business cards. They are one of the most basic but most powerful marketing tools around. When conducting a job search campaign, having these cards is not an option, it's a necessity.

Business cards serve as your professional introduction to potential contacts and employers. All business professionals carry their business cards around all the time and can be used at any occasion, anywhere. They contain your contact information, your brand and company name. Be smart and creative when creating your cards you, because they are a reflection of your brand. A premium card emulates quality, while a lackluster one could reflect badly on your company.

The job hunting business card highlights the skills and qualifications you possess for the types of jobs and industries you're targeting. It provides personal contact information, and omits current employer information. It's easy to carry, easy to use, and very discreet. It's a great option when a particular situation would make the offer of a resume inappropriate or inconvenient for the recipient, i.e.: social or professional gatherings, professional association meetings, career or job fairs (to provide to additional contacts and/or as a supplement to the resume), etc.

Pulling out your two-page resume, or making notes on a piece of paper, isn't very efficient or appropriate when you have a brief encounter with someone at a ballgame, picnic, or seminar. If you do that, you'll look desperate or be considered annoying. A better alternative plus a more professional presentation is to have a business card.

A business card lets you share what you do and what you're looking for in a simple, quick-to-grasp way. It builds a network of people who have a lasting reminder of you... people who may be the link to your next job.

Even better, a business card doesn't have to follow the kinds of rules your resume does. It can have color and graphics, and it can say whatever you want, so it can be much more memorable and really express your personality, which makes a big difference in getting people to remember you, and getting them to remember to pass it along to someone who might have a position for you.

What information should you include:

- Your name, phone number, LinkedIn profile URL, and email address.
- The URL for your online resume and portfolio if you're a technical person or designer.
- Tagline: "A technology consultant with a cutting-edge grasp of networking strategies and a proven record of completing projects on time and within budget."
- Summarize your experience, or list a few key skills or talents (front or back).
- You can put your photo on it, which means a friendly, clear, business-like photo of good quality.
- Don't overdo it and don't get too clever or try to fit too much on it. Keep the type big enough to read easily. If you have a lot to say, then you can use the back side, too. But leave enough space on the back for making notes, and don't put the UV gloss coating on the back, or you won't be able to write on it at all.

#### **Should you include a QR Code and what is that?**



**Definition:** A QR code is formally known as a Quick Response code. A QR code is scannable two-dimensional square matrix bar code that is made up of four smaller squares with black dots in the middle used to align it, plus other black marks, on a white background.

QR codes are easy to scan and can be read by smartphone apps. QR codes can link to a website, a phone number, or a text message so the viewer can get more information.

Job seekers may include a QR code on their business cards or resumes to direct contacts and employers to a website containing more information about their skills and accomplishments or to their LinkedIn profile or blog.

## Business Cards- Professional or Do-it-yourself Printing?

So, how do you go about getting networking business cards printed? You can have networking cards printed for you at a local printer or on the Web -- or, you can try designing and printing them yourself on your computer. Recommendation: **Get Them Professionally Printed**

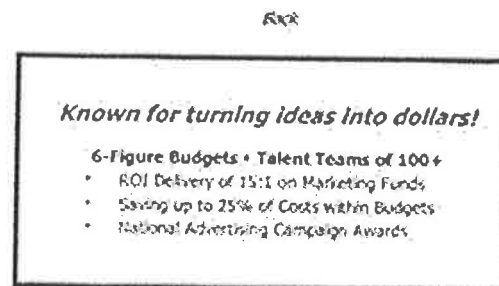
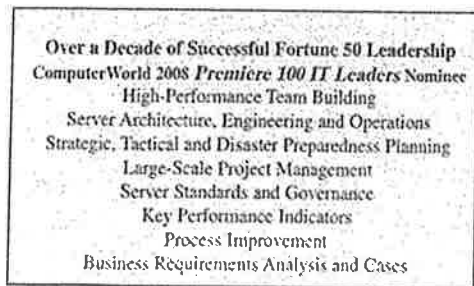
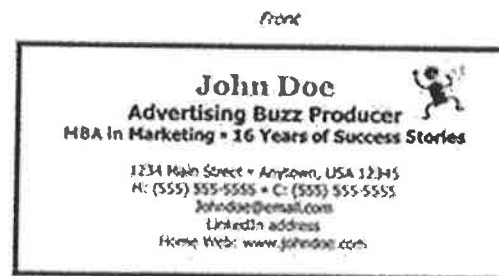
While you could print your own business cards at home on your printer with perforated business card paper, please consider professional printing instead. Unless you have commercial printing capabilities, DIY business cards might not make the best first impression. You may be able to save a moderate amount of money and update your information easily if you print them yourself, but the impact of handing over a homemade business card isn't the same as cards that are printed professionally.

### Where to obtain Business Cards on the web:

There several companies you can go to for business cards at very low prices. You have many self-design options: one/two-sided, with/out picture or graphics, color, and texture. Here are a few websites where you can go to get business cards printed:

- [www.vistaprint.com](http://www.vistaprint.com)
- [www.printplace.com](http://www.printplace.com)
- [www.uprinting.com](http://www.uprinting.com)
- [www.overnightprint.com](http://www.overnightprint.com)
- [www.zazzle.com](http://www.zazzle.com)

## Sample Business Cards



## Handbills

A Handbill is a marketing tool that gives people an idea of what field, job titles, desired contacts and companies you are looking for, plus as a means to be memorable. The handbill is primarily used at networking events such as Job Clubs.

This is the main focus of a handbill is to let people know how they can help you by identifying positions and companies you are interested in. It is a tool to assist you in looking for your next career or position. It is not a tool to get you a job interview like a resume. It is your networking tool to assist you in finding the contacts you need in your job search.

Contents of a handbill are:

- Name
- Contact information- Phone #, email, LinkedIn URL, Twitter
- Headshot photo (optional)
- Summary of what you do/ are looking for and benefit to an employer
- A WOW statement- This is your way to distinguish yourself from all those others looking for the same position as you are, and to help others recall you.
- Brief work history
- Accomplishments
- Education/Certifications
- Skills set
- Target Positions- Primary and Secondary
- Target Companies- Primary and Secondary

When in meetings with other job seekers the handbill is used to first present yourself and secondly as a reminder once the meeting is over. The handbill gives a focus, to others, on ways that they might be able to assist you. If they are able to see what positions you are interested in, the titles of those you are looking to contact, and at least the companies of interest then they have a starting point on how to help you. The design is entirely up to you. However, think of the key items that those you are networking with need most to be able to assist you in your job search.

And it is not necessary to use just plain white paper. I have seen people use colored paper, and that does help it stand out. Just remember the handbill is your tool that allows others to help you find your next career and that should be where your design starts from.

John Doe

Your town, PA 19587

(503) 555-1234  
email: [jdoe@mysite.com](mailto:jdoe@mysite.com)

### OBJECTIVE

A senior management position in a small to mid-size (\$100M - \$1.0B) company or division that leverages my general management skill-set and military background in the Philadelphia metro area.

### EMPLOYMENT HISTORY

United States Army, *Mobilization and Plans Officer*

Large Bank Corporation, *Collections Department Manager*

Mid-Size Lending Company, *Customer Service Representative*

### EDUCATION

A Great Business School  
Masters in Business Administration

Philadelphia, PA  
1994-1996

Big State University  
Bachelor of Arts, History

State College, PA  
1990-1994

### SAMPLE TARGET COMPANIES

Consumer Goods	Medical Devices	Industrial Products
<ul style="list-style-type: none"><li>• Aveda</li><li>• Polaris</li><li>• Genmar</li><li>• Toro</li><li>• Carlson Companies</li><li>• Imation</li><li>• Minnesota Vikings</li></ul>	<ul style="list-style-type: none"><li>• Medtronic</li><li>• St. Jude</li><li>• TECHNE</li><li>• Vision-Ease</li><li>• GN Resound</li><li>• Minntech</li><li>• SCIMED</li></ul>	<ul style="list-style-type: none"><li>• Miner Group</li><li>• Novartis Nutrition</li><li>• Electrosonic</li><li>• Valspar</li><li>• Norcraft</li><li>• Anagram International</li><li>• HB Fuller</li></ul>
Technology	Retail	Food
<ul style="list-style-type: none"><li>• Norstan</li><li>• Navarre</li><li>• International Proteins</li><li>• Lawson Software</li><li>• Datacard</li><li>• Ceridian</li><li>• BMC Industries</li></ul>	<ul style="list-style-type: none"><li>• Slumberland</li><li>• Best Buy</li><li>• Musicland</li><li>• Lifetouch</li><li>• Northern Tool &amp; Equipment</li><li>• ValueVision</li><li>• Bachman's</li></ul>	<ul style="list-style-type: none"><li>• Michael Foods</li><li>• Malt-O-Meal</li><li>• Golden Valley Microwave</li><li>• Kemp's Marigold</li><li>• Dairy Queen Corp.</li><li>• Caribou Coffee</li><li>• Leeann Chin</li></ul>

## **Handbill**

8x11 colored paper

### Sample Handbill

**William B. Smith**

**Anytown, IL 12345**

**(630) 123-4567**

[wbsmith@myinternet.com](mailto:wbsmith@myinternet.com) <http://www.linkedin.com/in/JohnDoe>

#### Overview

10+ year's logistics professional with a background in transportation, distribution and manufacturing within corporate, family-owned, union and non-union environments. Excellent organizational, detail, tracking, and written communication skills. Experiences include product routing, counting and tracking, operations process planning and analysis, pricing, negotiating, and personnel training. One who will track product and reduce costs.

#### Seeking

Seeking position with an analytical emphasis within the supply chain. First choice is a position within a transportation department of a distributor or manufacturer.

#### Work Experience

**Alberta Logistics Corporation** Logistics planning, freight carrier identification, rate negotiation, and analysis using DRP, WMS, TMS, and bar code.

**Veterans Data / Logistics** Logistics planning and EDI spreadsheet analysis. Inventory and freight tracking. Also a trainer.

**Miller Logistics** Rate, land and P & I analysis, also included order tracking.

**Ulton** Automobile inventory and tracking.

**Becker, Inc.** Market competitive intelligence analysis.

#### Certifications / Education

Enrolled in Six Sigma Green Belt Training. Loyola Chicago: MBA in Management and BA in Marketing

#### Probable Positions / Titles

Analyst – [Transportation / Dist / Operations / Logistics (non IT) / Inventory / Rates (transportation) / Pricing (transportation)]

Planner – [Logistics / Load]

Coordinator or Manager [Materials / Inventory]

Router (transportation)

#### Target Companies

Apio Inc.

Cornell, Inc.

Sherwood Logistics

Overall Paints

Central Logistics

XPO Logistics

McDory Products

Folley Supreme

Global Furniture

Fellows, Inc.

Parkway Logistics

Bonds United