What is networking?
Building personal relationships with influential individuals to positively impact career development. Most candidates get stuck on the third part: Figuring out how to articulate what it is that will positively impact their career development. Once you can articulate that, others will be more willing and able to help you.

Understanding the recruiter mindset
Recruiters think about candidates in terms of four words: Yes, no, maybe, or rockstar. Knowing that, all you have to do is make yourself a rockstar.

How to be a rockstar candidate
• Introduce yourself, and shake the recruiter’s hand. Don’t underestimate the simple actions that can help you stand out.
• Once you connect, continue the relationship. Find time to talk on the phone, so the recruiter can really get to know you.
• Be self aware. Know your strengths, goals, how your story comes together -- and how to articulate that to a recruiter.
• How you do anything is how you do everything. Take time to do thing right now, don’t wait to do them until you have a job. Dry-clean your suit, be engaged during presentations, and show interest. Be the type of person a recruiter wants to hire.
• A yes candidate stands out because of what they’ve done (their resume, experiences, etc.). A rockstar candidate stands out because of who they are. They are passionate about their career, they have a compelling story, and they can build the “know, like, and trust” factor.
• Build the “know, like, and trust” factor. If a recruiter knows, likes, and trusts you, they will want to hire you. It’s that simple.