

JOB SEARCH STRATEGIES THAT WORK

Building Connections: The 20-Second Introduction

Every time you meet someone, you have an opportunity to establish a connection and begin cultivating a relationship. How you introduce yourself could possibly open or close doors for you. Keep your introduction brief and to the point, but make it unique and memorable. Take time to craft your introduction, then practice it over and over until you are comfortable with it and can say it naturally and easily.

When making contact with prospective employers or professionals in a field/organization of interest to you, introduce yourself briefly by giving individuals some context that tells them who you are, what you want and what you have to offer. This could include:

Who Am I?

Give some context for who you are in regards to why you are calling

- Could mention student status, year, program and how you obtained the individual's name or where you met him/her
- What are some of your interests, skills, experiences or goals as they relate to the job/organization/field you are interested in?
- What makes you unique and worthy of getting to know?

What Have I Done / What Can I Do?

- What notable or relevant accomplishments, skills, assets, experience or educational achievements do you have?

What Do I Want?

- What is the purpose for your communication with the individual?
- What information or action would you like from the individual you are contacting?

Three possible requests include:

- **To follow up on an application** - "I am calling to follow up on the position of Marketing Assistant which I sent by e-mail on Sept. 23. I'm really interested in this position and was just wondering if you received my application and where you are right now in the hiring process."
- **To ask about job openings** (cold call) - "I was wondering if you might know of any openings for qualified servers right now at The Underground or anywhere else on campus."
- **To request advice and information** - "I was wondering if I could come meet with you for 10 to 15 minutes to ask for some advice and information on how to gain entry into the field of marketing."

Examples of 20-Second Introductions:

When Cold Calling for an On-campus or Part-time Job

"Hi. My name is Reena Tabari and I am a 3rd year student here at York. I have over two years of experience as a server at Kelsey's and have my Smart Serve Certificate. I'm quick on my feet and very attentive to customer needs. I was wondering if you know of any openings for qualified servers here at the Underground."

When Dropping in for a Summer Job

"Hello. My name is Susan Chiu and I am a 2nd year marketing student at York University. I am interested in a summer job specializing in promotions in order to apply some of the principles I am learning in school. I have two years of experience promoting events for the student organization York is U. One of the events I served as Marketing and Promotions Coordinator for actually broke the record for student attendance. Would you know of any job openings coming up for someone with my education and experience?"