



**"It's not what you know but who you know that makes the difference."
– Anonymous**

**WatchGlass
Advisors, LLC**

By isolating a single aspect of a broader situation and focusing on it, great progress can be made...

Networking for Life

by Rosanne Scriffignano, CRC, ACC

Children understand the importance of networking. Almost instinctively, they know who to lobby for special gifts and how to locate players for a game of Monopoly®.

As children mature, they also benefit from their parents' network of friends and co-workers. For example, a family friend may arrange a special tour of their alma-mater's campus or schedule a job interview with a local company.

Unfortunately, some people stop networking after they land their first job. Although they may plan to work in the same position for years, it is more likely that they will pursue several jobs or careers during their lifetime. This fact was recently highlighted by the U.S. Department of Labor, which reported that people from ages 18 to 32 average 8.6 jobs.

Another compelling reason to maintain a network is the ever-fluctuating job market. With companies introducing money-saving initiatives, such as "off-shoring," and "right-sourcing," anyone can find themselves looking for a new job or career without warning.

How to Network Like a Pro

There are many ways to build and maintain your network. Below are some suggestions to get you started:

Create a Networking Directory—Use your address book, cell phone, or Personal Digital Assistant (PDA) to capture people's contact information. Remember to include birthdays, names of family members, and how/where you met them. With this information in one place, it will be easier for you to maintain and reference it.

Reach Out and "Touch" Someone—Make it a habit to contact at least one person in your Networking Directory every week. For example, you can forward a news story or send an e-card to mark a special occasion. With today's emphasis on electronic communications, a telephone call or handwritten note is a memorable alternative to over-stuffed e-mail inboxes.

Meet and Mingle—At every business and social function, try to meet at least two new people. Remember to share your business cards and to ask people for theirs.

Whether you prefer electronic or face-to-face interactions, your approach should reflect your personality and communications style. What matters most is that you make it a habit to network for life.

To learn more about reaching your business, career, and retirement goals, visit:
www.WatchGlassAdvisors.com