

## For Immediate Release

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### What Every College Graduate Should Know About Networking

According to the latest data from the U.S. Department of Labor, approximately 70% of all jobs are found through personal contacts. Want to know how many jobs are actually found through sending out resumes and cover letters to people who have never heard of you: less than 2%. “In this economy college graduates can’t afford to ignore networking as part of their job search strategy,” says Anne Brown, co-author of **Grad to Great: Discover the Secrets to Success in Your First Career** (© 11/07, [www.gradtogreat.com](http://www.gradtogreat.com)). “You are more likely to conduct a successful job search if you focus on building relationships as opposed to concentrating solely on your resume,” advises co-author Beth Zefo.

In **Grad to Great**, a post college handbook written specifically for today’s graduates who demand more personalized attention in the workplace, the authors offer the following tips for making a good first impression during networking opportunities:

- Smile and be approachable
- Dress professionally
- Use appropriate body language during conversations
- Don’t do all the talking
- Show an interest in the professional experience of the person you are talking to. Don’t always ask what people can do for you.
- Do not answer your cell phone in the middle of a conversation
- Keep your business cards in an easily accessible place and make sure they are not bent or dirty.

Networking is just one of the key elements presented in **Grad to Great**. Other topics include • how to articulate one’s goals so people care • how to deal with difficult people • how to take charge of one’s professional life • how to get people in power to listen, and • how to appreciate criticism and use it to your advantage. The authors’ “tell-it-like-it-is” approach to surviving and thriving in the real world makes this an indispensable handbook for anyone embarking on their first career.

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To request a review copy of **Grad to Great**, to arrange an interview with Anne Brown and/or Beth Zefo, to receive cover art electronically, or for any additional information, please contact Kate Bandos at KSB Promotions: 800-304-3269 or 616-676-0758 • [kate@ksbpromotions.com](mailto:kate@ksbpromotions.com).