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June 21 2002

Tip of the Week

I don't know anybody

By [Nick Corcodilos](#)
[The Work Circuit](#)
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Every survey ever done shows that the single most successful path to a new job is personal contacts. Yet, time and again people complain to me that they *just don't know anybody* who can help them gain entry to a particular company.

And that's flat-out wrong. So, I'm going to enumerate *all the people you know who can help you*.

- The reporter who wrote the story about the company you want to work for.
- The manager featured in the article about how that company beat profit projections.
- The friend whose friend works in the marketing department of your target company.
- The accountant who works for the CPA firm that handles payroll for the company.
- The purchasing manager who places orders with the company every week.
- The lawyer who knows the lawyer who represents

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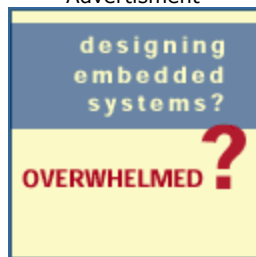
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- the company.
- The stock broker who knows the analyst who follows the company's performance.
 - The engineer who wrote the article about the new technology the company uses.
 - The sales rep who answers the phone to help customers in your region.

But, you say you *don't* know all those people? That's a minor detail. You just don't know all of them *yet*. You probably know at least one of them, and the rest you can get to know by picking up the phone. Anyone you *know about* you can also *know*.

So get to work. Stop saying you don't know anybody, or you'll never land a great job through personal contacts. Which is how most people find jobs.

Sorry, I didn't say it was easy.

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