



## Enduring Allies Tip Sheet

Cultivating Allies is not a job search tool: it is a way of living

The three R's of Enduring Allies are

Relationship

Reciprocity

Remembrance

You are always marketing yourself

Every Act Counts

The way you behave in one thing is the way you behave in everything

It is the little things you say that give you away

Ask people only for something they can do for you

Make others part of the solution--not part of the problem

Create partnerships

Before calling your contacts, segment and target your approach:

- What do you want them to do that they *can* do?
- What do they need to know about you?
- How can you help them?

Consider your contacts' time

You never know who will be helpful