

Week 2: Do You Have a Persuasive Story?

This week you will focus on research that will help you answer your networking contact's questions:

"Tell me something about yourself."

"Why are you interested in this job?"

"Why should I advocate for you to potential employers (hidden question)?"

Directions:

1. Read over the [Week 2 home page](#) and watch the intro video.
2. Download the worksheets:
 - a. [Key Selling Points](#)
 - b. [Core Story](#)
 - c. [Delivering Your Story](#)
3. Complete these worksheets using the resources from 2.1 Develop
 - a. Refer to the following to help develop the worksheets:
 - i. Read *How to Network Like an American* p. 20-23
 - ii. Watch:
 1. [Why StorySelling is Key to Networking Success](#)
 2. [How to Develop an Impressive Career Story](#)
 - iii. View the [Case Study](#) for an example of how Arjun completed his Key Selling Points and created his Career Story
4. Download print and take to Group Coaching Session:
 - a. [Group Coaching Session](#)
 - b. [Feedback Form](#)
 - c. [Takeaways Review and Plan](#)
5. Meet with your Group to share, practice, and get feedback
6. Reflect on your learning and refine your Networking Takeaway materials
7. Submit your questions to the [Weekly Q&A page](#) and check back to see your answers