

NETWORKING

101

ROCK YOUR BUSINESS®

I N C O R P O R A T E D

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STEVEN PLACEY & BARBARA STEWART 2018

1. - Where are the events and which one is right for you?

Most of the time you can find events on chamber sites, conventions in town, meetup groups or social media. Anywhere where there will be a group of people looking to meet others to exchange business ideas and to meet new people. If you know who your avatar is (people that are your perfect potential client), then look up meetings where those people will be.

Also, are you a morning person or do you like the evening social events? Network with similar people.

NOTE: Networking doesn't always occur at "networking events", where else can you network? Kids are great ways for you to meet others...PTA, karate school, gymnastics, school events. What career does your spouse, family, best friend have...network with those people at events you attend.

2.- How often should you go?

What's your schedule like? Don't become networking event obsessed. 1 a week or maybe 2 if there is a specialty event that you might meet more like minded people. Remember you have a life outside of that.

3. - What to do once you pick a networking event?

Going alone? Find out who else might be attending. See if you can see an invite list or RSVP list. Find out about the host of the event. Make sure to introduce yourself to the event host upon arrival and show them you are interested in their event. They can introduce you to people right off the bat.



Going with a friend, bring a wing man. Might be easier to approach people by introducing each other. REMEMBER their name, especially if they aren't wearing a name tag and repeat it back when you shake their hand on the introduction. Hi, my name is Barb, Hi Barb, nice to meet you. Helps you remember.

4. - Do you wear a Name tag?

It's up to you but if your name and company are your name tag and someone doesn't need "a lawyer" and you have a law firm on your name tag, some people won't even try to talk to you. We recommend just using a first name on a My name is....tag.

5. - Work the room

If by yourself, find someone else by themselves and ...you just found a similar interest...they are by themselves too. If with a friend, don't be the 2 that stuck by each other all night long and only talked to each other...after all you already know each other...you're there to network and meet new people.

6 - What to say?

Ask questions to find a similar interest...so where are you from? Do you like sports...think of things you can talk about that interest you too.

Get to know them FIRST, not what they do for work.

Qualify your contacts...yes you want to meet as many people as you can and collect business cards as well as hand them out, but you don't have to get business from everyone you meet, don't stress yourself out thinking you need to. Find maybe one or two that you can get to commit to a coffee or lunch appointment while at the event and then follow up that same night or first thing in the morning.

Remember, Networking is about building relationships, relationships build your business.

