

Networking Cheat Sheet

1 Choose a Networking Event

Starting conversations...

2 Make eye contact withy somebody that you can talk to.
Approach them within 5-10 seconds.

Use questions to asses ways you can help...

- What are you working on?
- What projects are you currently working on?
- What problems are you trying to solve?

3 Listen to their challenges to Identify next steps...

- Advice - Best practices you're familiar with
- Provide a Resource - Books or articles
- Introduce or refer - Someone that could help more than you can.

Repeat this with five people.

4 Be sure you can reconnect with them. Exchange business card, make a note on back

5 Make sure you follow through: Send a follow up email. If you helped them, ask if there are any other ways that you can help.

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Boost Quality of Networking



Avoid Quantity over Quality Trap

People don't want to do business with a card "Dealer". Quantity networkers tend to be forgettable

Don't work the room

Focus on the conversation at hand. Refrain from looking over their shoulder.

Take time to make a real connection

Take time to explore how you might help each other out. One good contact is better than 20 forgettable ones.

Exchange stories

Share what you do that nobody else can do, and ask a new contact to tell you their story.

Respond to others' challenges

There's no better way to establish a business networking relationship than to contribute to the solution of your new contact's pressing problem.

Set yourself up for the next contact

Start building a bridge for the next exchange before you say your first good-bye. Take notes so that the next time you can say, 'You mentioned in our last conversation...'

Make yourself useful, again and again

If you consistently position yourself as a resource to others it will make you more valuable to your contacts, and in turn, their contacts, over time.

Don't forget social media

Spam is distasteful no matter what the social medium du jour. So be selective, and use virtual contacts to supplement face-to-face meetings. Nothing beats an in-person connection.

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