

POWER NETWORKING

How to build strong business and professional relationships through networking.



Yvonne A Jones

DEFINE YOUR NETWORKING PURPOSE

Use this worksheet to determine your overall purpose for networking. If you have something very specific already in mind, such as looking for a new job in a particular industry, then you can skip to question #2.

If you are simply working on building your network of potential connections, go through the exercise in question #1 of brainstorming your passions as well. These will also serve as topics you can talk about in your networking conversations, and it will help you find like-minded people.

1. What are your biggest passions in life? Use the space below to brainstorm, then circle one that you want to focus on right now or which is critical to your life at this moment.

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

2. Use the space below to list specific goals you would like to achieve relative to the area you circled in question #1. Select and circle one of those goals to focus on first.

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

EVALUATING YOUR SKILLS

Use this worksheet to take stock of your skills and assess which ones you can emphasize when networking, and which ones you need to develop further. If there are ones you need to work on that will help you achieve your networking goal, make a point to find opportunities to practice and develop those skills.

Use the space under each question below to evaluate your skills.

1. For your current networking goal, which are the top skills you can offer to other people?
2. What skills do you need from others to achieve your goal?
3. What are your natural strengths, in general?
4. What skills or weaknesses do you need to work on to achieve your goal?

CRAFT YOUR STORY

Draft three possible stories that fit your specific networking goal. Specify the type of situation or goal each story is meant to be used in. Use the accompanying questions to develop the foundation of each story and practice each in real life.

STORY 1:

How do you want people to see you in this story? Think of different adjectives that describe you for this story.

What is your biggest passion relative to the networking goal you have for this story?

What are your 3 biggest strengths relative to your networking goal?

What are 2 accomplishments you're most proud of relative to your goal?

What 3 unique qualities can you offer others that are related to your goal?

Write 2 to 3 sentences that summarize this version of your story, using the information above as your guide.

CRAFT YOUR STORY (CONTINUED)

STORY 2:

How do you want people to see you in this story? Think of different adjectives that describe you for this story.

What is your biggest passion relative to the networking goal you have for this story?

What are your 3 biggest strengths relative to your networking goal?

What are 2 accomplishments you're most proud of relative to your goal?

What 3 unique qualities can you offer others that are related to your goal?

Write 2 to 3 sentences that summarize this version of your story, using the information above as your guide.

CRAFT YOUR STORY (CONTINUED)

STORY 3:

How do you want people to see you in this story? Think of different adjectives that describe you for this story.

What is your biggest passion relative to the networking goal you have for this story?

What are your 3 biggest strengths relative to your networking goal?

What are 2 accomplishments you're most proud of relative to your goal?

What 3 unique qualities can you offer others that are related to your goal?

Write 2 to 3 sentences that summarize this version of your story, using the information above as your guide.

IDENTIFY YOUR TARGET NETWORKING PROSPECTS

Use this worksheet to identify and evaluate your current network contacts and brainstorm potential new ones. You can also record this information in an Excel spreadsheet to make it easy to add names and take more notes.

Make 3 lists of current and potential contacts:

1. Contacts you already have. Be sure to include the following information:

- How you know them
- What have they done for you in the past
- What have you done for them in the past
- How will you continue interacting with them and keep this connection alive

Name	Notes

YOUR TARGET PROSPECTS (CONTINUED)

2. Contacts you'd like to have

Name	Notes

3. Power players who can help you reach your goals

Name	Notes

YOUR TARGET PROSPECTS (CONTINUED)

Now research the best places to connect to your network prospects and create a schedule for connecting.

Where you can connect (eg, forums, blogs, meetings, local events, etc.)

When and how often you will connect. (Add to your main calendar.)

WRITE YOUR NETWORKING SCRIPT

Use this worksheet to draft a hypothetical conversation, or elements of an ideal networking conversation in which you make progress towards your goals.

Create a personal FAQ with answers to stock questions, for example:

What business are you in?

What's your main goal for coming to this event?

Why are you in your particular business?

How did you get into this business?

What would you say are the key factors to your success?

What do you wish you could do differently?

WRITE YOUR NETWORKING SCRIPT (CONTINUED)

If you could have your one dream job, what would it be?

Who are your customers (or your target market)?

How can I help you?

Other (fill in other questions you've been asked, and your answers)

Prepare your own questions to ask, including an opening and a closing.

Practice with a partner to get feedback. Record your feedback and adjust your FAQs and questions accordingly.

CREATE YOUR FOLLOW-UP TEMPLATE

Write a follow-up email template to use after each networking conversation. You can write this email in your preferred email platform and just copy and paste it each time you follow-up after meeting someone.

And don't forget to connect with people on places like LinkedIn and other social media as well!

Subject Line:

Opening:

Who you are:

Where you met:

What you talked about:

Closing request:

YOUR NETWORKING GAME PLAN

Write out your game plan as specifically as possible, adding your next steps to your action plan and whatever calendar you use regularly.

Places to Network	When and Where	Who Will Be There

People to Connect With	Notes from Research

YOUR NETWORKING GAME PLAN (CONTINUED)

Once you've identified where you're going to target your networking efforts and who you want to connect with, add your action steps and follow-up reminders to your calendar of choice.

Below is an example of what part of your calendar might look like.

Sun	Mon	Tues	Weds	Thurs	Fri	Sat
Practice elevator speech (video)	Send 5 emails to current contacts requesting meetings	Research people for Weds event	Attend evening networking event	Review notes from Weds. and send follow-up emails. Connect on social media	Lunch with R's friend. Check back with Mon. people	Attend charity fundraiser
Review progress from last week and update contact list	Send add'l follow-up emails from Weds, and follow-up with R's friend.	Meet J for breakfast Send follow-up email to J	Research people for Thurs. event and identify other prospects	Attend local industry meetup	Review notes from Thurs and send emails. Connect on social media.	
Review progress from last week and update contact list	Etc	Etc	Etc			

Every day: Comment in main networking forums, LinkedIn Groups and Facebook Groups.

MEASURE YOUR RESULTS

Select the metrics you'll use for measuring the effectiveness of your networking efforts and set goals for each.

Sample metrics include:

- New Contacts
- Interactions (meetings, calls, emails, forum discussions)
- New venture opportunities
- New potential business partners
- New customers
- Favors done for others

Select 2 to 4 metrics you will use and set your goals below:

Metric 1:

Goal:

Metric 2:

Goal:

Metric 3:

Goal:

Metric 4:

Goal:

MAINTAIN A POSITIVE MINDSET

Use this worksheet to record goals and tips that will motivate you to persevere through your networking efforts. Keep this visible or handy so that you can refer to it if you start getting discouraged with your results.

1. Write down your motivating goal on a separate piece of paper and post it where you can see it. This should reflect the passion that drives your overall goal for networking.
2. Use the space below to write down 3 to 5 tips you find most effective for encouraging your own positive mindset. These could be favorite quotes, reminders to yourself, or anything else that will help you persevere.

If the tips or quotes are short, consider putting them on images and using those images as a rotating slide show for your computer screen saver.