

Networking Practices to Expand Your Audience

THE PROCESS

- Evaluate Your Calendar and Compare with Opportunities to Attend Events
- Register for Events and Save Tickets
- Add Events to Your Calendar and Set Reminders
- View the Attendance List and Look for People You Specifically Want to Meet
- Practice Your “30 Second Pitch” in Conversational Form
- Bring A Handful of Business Cards
- Bring A Business Friend or 2
- Dress Appropriately (Nice Business Casual)
- Arrive, Check In, Thank the Host
- Mingle, Meet, & Make Connections!
- Save Business Cards
- Thank the Host On The Way Out
- Do Your Follow Up Process Within 2-3 Days (Ideally 1-2)

NETWORKING MINDSET (It's All in The Details)

- Build Relationships! In Person or Online
- When? Often/Consistent
- Give First/Offer Value
- Give More Than You Take
- Live Networking
- Follow Up/Process/Do What You Said
- Expand Others’ Networks—Think of Others to Introduce Them to

HAVE A PLAN: PART 1: Set Goals—Why Network?

- Education
- Comradery/Network Circle/Meet Specific People
- Job Seeking/Hiring
- New Leads/Customers
- Referral Partners & Reciprocal Relationships
- You Need Services/Searching Out Brands
- Expand Your Brand

HAVE A PLAN: PART 2: Research

- Relationship Mapping/List of Names You Want to Reach Out to
- List of Industries to Refer to
- Draft Messages (See Google Docs) Templates
- Email Those People You Want to Meet
- Follow Up Those Emailed with Calls After A Week
- Take Notes (CRM)
- Brainstorm Regularly Your Name List/Monthly/Weekly Goals

What's Next?

- ❑ Get more success-boosting tips [with our FREE monthly email update.](#)
- ❑ Get focused on your social media success: **Join our Coaching Club** for:
 - ✓ Live Monthly Social Media Workshops.
 - ✓ Private Membership at TriangleSocialMedia.com packed with resources and tools to support your success.
 - ✓ Access to all video replays, any time.
 - ✓ Private Facebook group for individual questions, plus ideas and support from other business owner members.
 - ✓ Personal Q&A and coaching during live workshops.

[Register today!](#)