

Sowing and Growing Your Network: checklist

Checklist for your next networking event

- Business cards in pocket
- Breath mints
- Scan newspaper or news websites for late breaking news
- Do you want to meet a specific person? Who do you know who will be at the event and can help you meet that person?
- Who do you already know who will be there? Can you:
 - introduce them to contacts useful to them?
 - use the contact for further introductions?

Know your elevator speech

- What will you say after the elevator speech?
- Does it sound natural, or like a script? Practice this with a colleague or friend

Action steps to take after the event

- Map your current network backwards. Who introduced you to current clients and other valuable contacts? Are some thanks in order?
- Which of your network contacts might be useful to each other? Could you hook them up?
- Schedule time each week to nurture your network—do it now!
- Buy and READ “Dig your well before you’re thirsty” by Harvey Mackay

Always do your follow-up

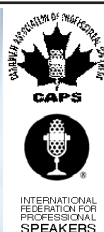
- Immediately acknowledge all new contacts
- Enter new prospects into your pipeline and know how you will follow up

Monitor your results

- Who did you meet?
- How did you follow up?
- What were the results over the short and long term?

PLEASE TELL ME ABOUT YOUR SUCCESSES!

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