Networking Made Simple

- Set a goal(s); be true to yourself
- Walk before you run; baby steps are better than nothing
- Identify things you’ve done; not just what you know
- Invite people to lunch, coffee – and always leave with at least one new lead
- Go to events you like; and keep going!
- Assess results; redirect efforts
- Love it or leave it

Introvert References

- Networking Survival Guide
  - Diane Darling
- Dig Your Well Before You’re Thirsty
  - Harvey Mackay
- The Only Networking Book You’ll Ever Need
  - Mari Schilens, Psy.D.
- How to Thrive in an Extrovert World
  - Martin Ohlson Lenroy

Extrovert References

- National Bestseller
  - Never Eat Alone
    - Keith Ferrazzi
- How to Win Friends & Influence People
  - Dale Carnegie

References
Networking

• Decide that you are going to network-Make it a Project

• Get Prepared
  – Understand the industry or people that you will be approaching
  – Develop and practice a short (less than a minute) story on what you are trying to sell
  – Identify the movers and shakers in the industry
  – Find a Mentor to help
  – Identify Targets
  – Prepare your meeting Strategy
  – Identify how, with who and where to net work

• Networking Activity
  – Go where the people are or start making calls to people you know
  – Start with people you know who can give you leads and recommendations
  – Go to meetings where prospects could show up
  – Ask questions and learn to listen.
  – Do not oversell but make a lasting impression
  – Follow-up on contacts, try and get an information meeting
  – Be respectful of people’s time