

# Networking For A Difference

## Coaching Questions

### **What types of networking events have you gone to in the past? Why? Would you go to them again?**

- The goal of networking is to meet people that you need to meet for business.
- Networking is great for individuals who want to meet many people, face to face, quickly. It is a good way to find people that you get along with, it helps put a face to a name, often everyone there is local, and they are also looking for new business opportunities.
- Think about the networking events you've been to.
  - How did they go?
  - Did you meet the people you intended to?
  - Why or why not?

### **How do you prepare for a networking event?**

- You should always prepare for a networking event by coming up with an objective of who you would like to meet. Sometimes you can even research who is going to be there, so that you could prepare your pitch to the audience.
- Social media allows you to reach out to individuals in advance who are attending an event.
  - Facebook groups could be created in advance.
  - Twitter allows you to search for keywords. If someone tweets that they will be at an event, you could tweet to them directly ahead of time and arrange to meet them (especially if it is a convention or tradeshow environment).
  - LinkedIn allows you to see affiliations to associations. You could find people in your area that are members of the association that is running an event.

## How do you act at a networking event?

- Show up early! Why not? This gets you comfortable, you get to meet the organizers who know everyone, and you will have more time to interact with the participants.
- Smile. People want to be around friendly people.
- Be real. Although your business is important, it is more important to build relationships with the people you speak with. So be present, ask questions, listen, and show interest.
- Have enough cards!
- Focus on remembering people's names.
- WEBINAR: [Become a Networking Guru](#)

## How do you follow up with individuals that you have met?

- Prioritize who you need to follow up with. Get back to the top priority contacts within 48 hours so that you are top of mind for them.
- Give first. From your conversation, think about what type of information or referral you may be able to provide.

