



Networking

Prepare	<ul style="list-style-type: none"> ○ What type of event is it? Who is likely to be there? Are there specific people that you are hoping to engage with? ○ What are the other attendees trying to get out of the event? What are you hoping to get out of it? ○ Is there a good fit? ○ Is it worth sponsoring? This doesn't always have to be a monetary sum, but it could be a book or a free consultation.
Leaving the house / office	<ul style="list-style-type: none"> ○ Are you appropriately dressed for the type of event? ○ Do you have enough business cards? ○ Is there something that will make you memorable?
Arrival	<ul style="list-style-type: none"> ○ Arrive early. This maximizes how much time you have to network and often allows you to meet the organizers who are well connected. ○ Bring your own name tag. This is a great way to stick out and ensure that everyone knows your name at the same time.
Joining a conversation	<ul style="list-style-type: none"> ○ Is someone standing by themselves? Introduce yourself. ○ Is someone just starting a conversation and have recently shaken hands? This is still a good time to join. Walk up and introduce yourself. ○ Heard them say something of interest to you. Say "I'm sorry, but I couldn't help but over hear you say _____"
Starting a conversation	<ul style="list-style-type: none"> ○ Get their name and try your best to remember it for the rest of the event. ○ Ask questions about them. People like speaking about themselves. It makes it easier for you to have something relevant to say if you ask these questions first. This will make you a priority to them. ○ Have a few facts related to your business or business in general that start interesting conversations.
Follow-up	<ul style="list-style-type: none"> ○ Sort the business cards that you get into different priorities. Write comments on the back of the cards as you do this about the individual that you remember. ○ Email or phone the top priority within 48 hours. Email or phone the second priority within a week. Third priority should be held unto just in case.