

# Networking Success Checklist

You've joined a networking group and want to maximize your time spent with the organization.

## 1<sup>st</sup> three months

1. Select someone in the group as your go-to person if you have a question. This doesn't have to be formal, like the President or Group Mentor, just someone you enjoy who has impressed you as knowledgeable.
2. Update your LinkedIn page to display your new membership. Where else do you list your credentials/organizations? Max out your internet advertising as a member.
3. Get comfortable using the group's gatherings as a "let's meet here" venue to grow your network.
4. Relook your "elevator pitch." Professionally and succinctly answer the questions: What do I do best and for whom do I most easily do it?
5. Divide the group roughly in half between professions you could easily give referrals to and professions it might be more difficult to give referrals. Plan to meet with each member of the half that you can easily refer to.

## 2<sup>nd</sup> three months

1. Focus on giving referrals to the professionals you've had a meeting with.
2. Meet with each of the members in the second half of the group.
3. Identify professions that are not currently represented in the organization that easily give business to your occupation. Invite people in those professions as guests until someone joins. If you invite people you don't know, you're truly growing your network.
4. Identify a leadership role in the organization that you feel comfortable filling.

*"Don't let what you want right this minute keep you from what you really want!"*

*While you might want someone to give you a referral right this minute, what you really want is a network of trusted professionals who believe in you and your business offering.*

## Repeat each quarter

1. Meet with each member you've given closed business to recently.
2. If you have not given business to anyone, examine how you can regularly mention at least one other member of the group in your daily business.
3. Continue to invite guests whose profession isn't represented in the group and yet they'd easily refer to you. Your goal is one new member each quarter.
4. Meet with the person currently in the leadership role of your choice to ask them about pros/cons and make your willingness to volunteer known.

*"Spend five or six quarters using the goals on this checklist to help you achieve what you really want. It doesn't happen overnight - we all know nothing good comes easy - but you're sure to find that the more you give, the more you receive." - C.R. Manske*