

1. WHAT IS YOUR OBJECTIVE OF NETWORKING?

Some samples include:

- Find a job
- Identify a mentor
- Progress in career
- Develop early client list / market validation

2. HAVE YOUR PITCH OR STORY READY



- What 3-5 things do you want someone to know about you?
- What is "your story"?
- What are you passionate about?
- What motivates you?
- What do you love doing?
- What are your top 3 strengths?

3. IDENTIFY YOUR TARGET COMPANIES OR CLIENTS

Consider the following to get you started, but also use your own criteria of what an ideal company or client looks like.

- What company/client if someone called you tomorrow with an offer, would you say yes to without hesitation?
- What companies or leaders do you respect or admire?
- Who do you consider leaders in your space, industry, field, practice area?
- What does your ideal client look like? Is there a client archetype?

4. IDENTIFY INFLUENCERS, ALLIES, AND HANG-OUT SPOTS FOR EACH TARGET.

- Who do you already know who can help make an intro?
- What professional groups or associations are they part of?
- What networking events do they attend?
- What charity groups or causes do they support?
- Who do you need to get to know to learn more about the company?
- Consider multiple levels of connection.

5. ACTION IT

- Develop a system that is going to work for you that will allow you to start and maintain relationships with your target companies.
- Set timelines and goals for yourself: i.e. first contact, 2nd, 3rd, and so on.



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