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Connect. Grow. Succeed.

Building Your Network



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Networking

just a part



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Why Build a Network

- Build Contacts
- Establish Yourself as an Expert
- Develop Relationships
- Establish Trust
- Meet Potential Employees
- Meet Potential Clients / Customers
- Meet Referral Sources
 - Why? For You & Your Customers



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Why ?

People do business with people they know.

Develop trusted sources for your clients.



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Types & Options

- Networking Groups / Events
- Linked In
- Speaking Engagements
- Expert Opinion Opportunities
- Personal Introductions



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Group / Event Types

- Open vs Closed Groups
- Industry Sponsored Groups Events
- Strategic Alliance Groups
- Business (Chambers)
- Philanthropic (Rotary)



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On Line Networking (Linked In)

- Easy Connections
 - Colleagues & Classmates
 - Friends
- Use introductory notes
 - Why do you want to connect
- Offer referrals
- Ask for introductions / Make e-troductions
- Be Selective
 - Your On Line Reputation is Your Reputation
- Start or Participate in Group Discussion
 - Position yourself as expert



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Key to Event Connections

Follow up!



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Speaking Engagement & Expert Opportunities

- Who
 - Service Clubs, Networking Groups, Etc
 - Blog, Newsletters, Linked In
- What
 - Meaningful educational content
 - Don't Sell



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Personal Introductions

If you don't ask

The answer is

NO



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Give to Receive

- Ask about the other person first
 - What do they need
 - How can you help them



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The Follow Up

- Follow Up
 - Phone Call / Email
 - Schedule an in person coffee meeting
 - Know when to give up
- Don't
 - Send spam or proposals
 - Send Linked in requests
 - Add me to our newsletter
- No mass emails



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One on One

Think of it as a first date

- Meet for Coffee
- Have an informal agenda
 - Know what you can give in the meeting & what you want to receive
 - Don't waste time
- Research the person before you meet
- Know what your end result is to be



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Give Back / Always Be Friendly

Even if you think its not going to yield a
connection

I've met my best connections in oddest places &
when I wasn't looking



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**Building a network is about building
relationships**

not contact lists.

Get to know me.

Let me get to know you.

Establish Trust.