



Networking- 5 Steps to Cast Your Net

How to Transition from Net “Working” to Net “Opportunity” and Cast the “Net” with Intention

When you are on your way to your networking event, what are you thinking? I suggest you reflect on this first. If you didn't have the best day, it's important to focus, affirm your cause and greatness and network on purpose.

Step 1: Pay Attention to your Thinking

- What do you expect to give
- What do you hope to receive?

Too many times, people approach networking as a quick event to attend and get leads. If that is your thinking, it's critical to change that immediately from what you will get, to how you can give.

Step 2: Do you have a Goal?

Anything that you spend your resources on-time and money-should have a goal. For example, I always have a goal of holding three meaningful conversations. Meaningful means that I understand what the person is hoping to achieve by being at the event, that I gain clarity on their business and the ideal client or need. I also want for them to understand the mission of my business and who the ideal client is. In addition, I like to understand if it makes sense for us to follow up and have a deeper conversation.

Step 3: Do you Know Exactly What You Want to be Sure to Say?

As we stated earlier, time and money is required to participate in networking events. Be very clear then, based on your goal, what you want to say. In other words, you should have practiced your elevator speech prior to arriving, you should know how long it lasts and say your name and business name at the beginning and the end of your elevator speech. In addition to what you want to say, as a rule of thumb, give some thought to these questions:

1. What do I want people to say, based on what I say? (ie “that lady knows her stuff”)
2. What do I want people to think? (ie “I think I'd like to spend time with her”)
3. What do I want people to feel? (ie I'm glad I met her, I'm inspired by her mission)
4. What do I want them to do? (ie “I think I'd like to learn more about her business. I'm going to also tell my associates about her business)



Toolkit Tips Continued...

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Step 4: Is your Elevator Speech Succinct and Easy for the Listener to Understand How You Help People?

The thing people feel comfortable doing is telling features and benefits. Put yourself in their shoes, how much do you care about features and benefits? People want most to know how problems can be avoided, prevented or eliminated. As you work to create your elevator speech, be sure to give thought to:

- Who is your primary audience?
- How have you helped them? (three ways)
- Asking who they know that may want to learn more about you. Don't say "do you know..." instead, say "who do you know that....."

Step 5: How to Schedule the Post Networking Coffee

- First, know that saying you are going to have coffee does not mean you have to have coffee. You can take a bottle of water and drink that, instead of coffee.
- No, you don't need to pay for the coffee because you suggest it. It will be a mutually beneficial meeting
- Don't tell the person at the networking event you'll call them, you may never get them (we've all experienced the game of chase). Do both pull out your phones (everyone has them with them) and choose a date and time. Be sure to have that person's mobile, and say you'll confirm with them the day before. Send an email or text that same day/evening thanking them for their time with a reminder of when you'll meet.

Networking requires commitment and preparation. For more information on how to create enhanced opportunities from your networking activity and unleash your inner champ to get more results, complete the contact form and receive a FREE 30-minute consultation.



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