

The Power of Networking

We all know that **who** you know is as important, if not more important, than **what** you know. In today's world, getting your product or service in front of your potential clients is vital, and can be bewildering – there are thousands of opportunities available to us every day.

Our favorite method, though, is utilizing the power of networking. There's no more effective endorsement than the personal one from someone you trust. So our Networking game is based in the question of "Who do you Know, and Who Can you bring?"

Based on the results we've produced with individuals, organizations, clubs and associations, we've outline six essential steps for effective networking:

- I. Getting Started :
 - a. List the groups you currently participate in. (Teams at Work, Co workers –Church, Family, Friends, Charities/Volunteer, Associations, Clubs, Hobbies...)
 - b. List the groups in which you used to participate that you'd like to re-join,
 - c. List the groups in which you don't participate in, that you'd like to.
- II. Setting your intention: what are the minimum results to be produced out of your conversations?
What are the maximum results that could come from the conversation? (really play with this – go beyond just what you want, and think about what could be possible)
- III. Your Introduction : Who you are, what you offer, and the resources you're looking for to reach the next level of success. .
 - a. Write it out
 - b. Practice it!
- IV. Asking Questions!
 - a. What do you want to know?
 - b. What are their goals?
 - c. What resources are they looking for to reach their goals
 - d. How can you support them in reaching their goals?
 - e. Practice it!
- V. Schedule your follow up!!
- VI. The Conversation Manager ([free download](#))
 - a. Never let a name and number go by – build your Rolodex
 - b. Identify the results you produced, the next action, and the date of the next action;

And that's the Networking game: practice it - and watch your business grow...