

## BEGIN WITH THE END IN MIND

What results do I want to get from this meeting?  
What are your networking goals?  
How many leads/referrals goals?  
How many strategic referral partners?

## DEVELOP A GIVING MINDSET

What can you do to help/serve the person or business?  
Get yourself in the right frame of mind to network.  
Within reason, don't give too much time for for the ROI

## PREPARE

Appearance  
Zoom background, sound/lighting  
Take notes  
Name tag  
Your 10, 30, or 60 second commercial/pitch

## BE CURIOUS

Ask questions rather than talk about yourself.  
Get good at asking open-ended questions.  
Schedule a one on one if more time is needed.

# KEYS TO EFFECTIVE NETWORKING

## TIME MANAGEMENT

It is important to keep track of time at networking events. You may only have about 30 to 45 minutes to network and if you've given yourself the goal of talking to 10 people that gives you about three to four minutes with each person.

## TAKE BUSINESS CARD AND SHARE

At networking events there is a lot of exchanging of business cards - when talking to someone, ask for two business cards. Don't just take one for yourself, you may know someone interested in their business. Now share.

## FOLLOW UP, FOLLOW UP, FOLLOW UP!

Schedule a meeting immediately, if possible.  
Add contacts to your CRM.  
Send a personalized email/text/note.  
Analyze the group for your niche, time, and investment.

## IT'S CALLED NETWORK

Don't be lazy!  
Remember why you are here.  
Look for what you want.  
Meet people one on one.  
Have a call to action.