

## After a networking event:

1. Send an invitation to connect on LinkedIn with those you have made a connection with.
  - a. Maybe not to every business card you collect.
2. Follow up via email to business cards you collected, and remember to personalize the messages. It is best if you mentioned sending them an email during the event.
  - a. Keep your first email brief. The purpose should be to re-establish a connection. You can go into detail later
  - b. Attention grabbing subject line – add something personal
  - c. Introduce yourself and remind the person of the conversation you had
  - d. Include details if you can on how you can help them and/or why your relationship will be mutually beneficial.
  - e. Arrange to meet
    - i. Suggest a time for coffee
    - ii. Offer a few dates that you are available
  - f. Keep it professional
  - g. Say Thank you
  - h. Read it aloud and edit!
3. Follow up in a timely fashion – usually within a few days to a week of the meeting/event
4. Go the extra mile about how your businesses or connection can be mutually beneficial when you do reach out to someone. Take the time to research and understand what their company does.
5. Include your LinkedIn profile link in your email signature to make it easy for people to connect.
6. Follow the business and/or connect on social media: IG, Facebook, Twitter, LinkedIn
7. If the contact seems like a good business partnership – schedule a one to one meeting
  - a. Meeting should focus on determining how you can benefit from each other – NOT a sales meeting
  - b. Should be asking about their business and sharing some personal information. Do some research before – check out their social media pages to look for something or someone you may have in common. Quick research can go a long way in making connections.
  - c. Remember – the person you are meeting with knows hundreds if not thousands of other people. You are speaking to their whole network.
  - d. Be intentional about you can help them – did they mention someone looking for a job, business lead, or other introduction you can provide?

- e. If they show an interest or need for what you offer – offer to schedule something, but do not make this your priority
  - f. End the meeting with an action item. It keeps things going!
    - i. I will send you the contact information/introduction by Wednesday
    - ii. And then do it early!
  - g. Schedule another meeting. You don't have to do this at the meeting. Make a note (or use a CRM) for follow up. Remember you want to be reconnecting with people and establishing relationships.
    - i. Around 80% will be one and done meetings
  - h. Keep notes about the meeting
  - i. Send a Thank You Note or card
8. Give First – Expect Nothing in Return
- a. Could be giving them your business
  - b. Could be sharing a contact
  - c. Could be providing them with a good referral

“Networking is more about Farming than hunting! It’s about cultivating relationships!”

- Mellennialab