

Create Profitable Networking Opportunities

WORKSHEET #2

How To Use This Worksheet...

1. You can print out this Workbook or save it on your computer or other electronic devices. And you also have a Notes section at the end of this Workbook to add even more thoughts and comments to help you make the most of this lesson so it helps you develop your **aptitude** as much as your **attitude**, both tangibly and intangibly, so you **apply** them more effectively to help you **achieve** what you want to.
2. Enjoy making the most of these tips, thoughts and techniques and remember the No.1 rule of learning anything: It's about TAKING ACTION and IMPLEMENTING so YOU ACHIEVE RESULTS! So...all you need to do **now** is to decide the following: **WHAT ACTION ARE YOU GOING TO TAKE WITHIN THE NEXT 24-48 HOURS TO MAKE THIS HAPPEN!?**

Now For The Good Stuff...!

Networking is one of the most powerful ways of enhancing not just our lives, but the lives of others, professionally, financially, socially, emotionally, culturally, and in other ways. And it's one of the best and easiest ways of expanding your personal and professional opportunities.

But networking is not about seeing what you can get out of people. Alas, this is the view too many people have...that it's mercenary and mechanical rather than nurturing and natural. Networking is about building relationships and, if anything, it's more about giving than getting. It's not about selling – certainly initially. Perhaps at a later stage. It's about inviting people to buy. There's a difference.

So, please take the following action to make sure you're in the best possible position to create profitable networking opportunities:

Create Profitable Networking Opportunities

1. Identify and write down what you do in a concisely compelling way (you can check out or re-check the lesson on how to introduce and explain you, your business and your brand). Then practice saying it until it sounds smooth, natural and engaging.
2. Identify and write down the sectors you work in and some of the interesting people you know in those sectors. Why? Because if you meet someone who works in one of those sectors or wants to or wants to know more people, you can always connect them – BUT ONLY IF they deserve to be and the person to whom you could connect them can benefit, tangibly or intangibly, from the connection.
3. Identify the things that interest you as a person, whether it's scuba diving or cycling to going to art galleries or baking cakes (in which case you and I should definitely meet as I LOVE cakes!). The reason for this is that the conversations that are, for the most part, going to resonate most with those you meet involve those people talking about things OTHER than their and certainly YOUR work life. I've had some amazing chats with people about them and their love of Italian food, fly fishing, rugby, the paintings of 17th century Dutch masters, past lives people think they've had, mountaineering, skiing, cars, motorbikes (I used to ride big and hair-raisingly fast supersports motorbikes), families, children, divorces, politics, medical conditions, being arrested and jailed, and even sex parties! And much more!

These people really opened up and with most of them it lead to business for me either directly from them or from people who they recommended me to! I contend that every single person you meet, no matter how seemingly dull their job or business might be and no matter how dreary or dull THEY might be as a person, everyone has something about them that is interesting. It is YOUR duty to discover this and make the most of it for both their and your benefit – unless of course they're unpleasant, unhelpful or unhinged...or all three!

4. Identify and write down a list of people you know who have networks which could well contain people you can get on with, personally and/or professionally, and meet up with them – especially if they get invited to events and certainly if they organize them, so you can be given an entrée to a whole new network, thereby creating more professional as well as other opportunities for you and other people.

Create Profitable Networking Opportunities

5. Identify and write down the groups, organisations and other collections of professionals that organize events and get-togethers. You get breakfast meetings, evening drinks, cultural get-togethers and many more. I organize one myself (called the Monthly Mingle) which is an open event that's aimed at getting people together whatever their professional, emotional, financial and cultural status). Then go to some and get chatting to people. Some of these events may not be for you and what you're trying to achieve. But you never know until you try!
6. Make sure you have engaging business cards. Nothing too dull or too cute or overcooked in a desperate bit to grab someone's attention. Over the years I've met quite a few people who fall into the latter category and they proudly give you a business card that either comes in several different parts, perhaps initially connected to each other, that then fall on the floor or in my drink or that look like a pocket sized art installation! And they have looked at me with a knowing smile because they think they'll stand out. They sure do. But...for the wrong reasons. They try too hard to be different. Such overcompensation can be a disservice to them. Also make sure your website and marketing material looks great.
7. Make sure you have the right clothes for you and your brand and that you're well groomed.
8. Do your intelligence gathering on the event...like where is it and how do you get there, who's due to be there, where they're from, how many are due to be there, how many rooms will you be networking in, how long will you have for the networking and at what times, will there be food and drink, what time does it start and end, will there be name badges (these are often pretty naff...and they invariably mis-spell my name... I mean who the hell is Stan Brockwell?! I know who Seán Brickell is, but I have absolutely no idea of Stan Brockwell or Sian Bricknell is?!). The more information you can gather the better prepared you are practically and therefore psychologically.

Create Profitable Networking Opportunities

NOTES...

