Expand your network, grow your business

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What is networking?

For entrepreneurs, networking means building and maintaining relationships.
Networking is a combination of art and science

Expressiveness, creativity, relationships

Systematic knowledge, practice and research
Types of networking

There is more than one way and one place to network

→ Formal networking
  (Conferences, meetings, etc.)

→ Informal networking
  (Social situations)

→ Social media networking
  (LinkedIn, Twitter, etc.)
Preparing your introduction

The ability to present yourself and your business clearly and succinctly is essential in networking

→ Prepare an “elevator pitch” of your business in advance.

→ Practise on friends and family and use their feedback to adjust your speech.

→ Test it on someone who does not know your business to ensure they understand.
Preparing your introduction

Some key guidelines for your “elevator pitch”

→ Keep it **simple, clear and concise**.

→ Stand out from the crowd by highlighting **unique competitive differences**.

→ **Put yourself in the listeners’ shoes** and account for their needs.

→ **Adapt your speech** to the place and audience.

→ Be ready to answer tough questions by **identifying potential objections**.
How to start a conversation

→ What business or industry are you in?

→ What do you enjoy most about it?

→ How did you get into it?

→ Who are you looking to connect with today?

→ Tell me about your ideal client and how I might recognize him/her.
How to start a conversation

→ What projects are you working on right now?

→ What is your biggest challenge these days?

→ What do you like most about what you do?

→ What type of clients are you looking for?
How to end a conversation

➔ I’ve kept you long enough. I’m sure there are others here you want to meet.

➔ I don’t want to take up too much of your time. It was great to meet you.

➔ Have you met...?
How to end a conversation

→ Who else have you met here tonight?

→ I’d like to continue this conversation. Why don’t we grab a coffee sometime?
Following up

- If you don’t follow up, you might as well not have networked at all.
- Focus on what you can do for others.
- Be unique. Stand out from the crowd.
- Do what you said you would do.
Thank you.