

5 Sure-Fire Ways to Make Networking Work

PLANNING WORKBOOK

Do you find networking to be frustrating, intimidating, or unfruitful?
Let's discuss how to plant the seeds of successful network building and
set some goals while we're at it!





Before We Dive In

KEEP IT PURPOSE-DRIVEN

I know it's cliché, but first and foremost, take a few minutes to identify your networking goals and motivations. These will help you know how to measure whether your efforts are effective.

What fruits do I hope to yield from building my network?

What types of connections do I need to make?

KEEP IN MIND - Every connection is valuable in one way or another, and being overly-selective of the types of people you engage with can create problems down the road or keep you focused on the wrong things.

WHICH BRINGS US TO TIP #1 >>>



BE AN EAGER GIVER

Helping others is the heart and soul of networking, and you should be offering it enthusiastically. Remain continually focused on the value **you can offer** to the people in your network, whether they are new connections or old ones, and whether or not they can help you in return. It's about so much more than good karma or a great reputation. Success is not zero-sum, and together we can all be greater than the sum of our parts.

"If we create networks with the sole intention of getting something, we won't succeed. We can't pursue the benefits of networks; the benefits ensue from investments in meaningful activities and relationships."

— Adam M. Grant, Ph.D. ('Give and Take: A Revolutionary Approach to Success')

How will I offer value to those in my network?



Tip #2

GO THE EXTRA MILE

Stand out from the crowd and retain meaningful connections by putting effort into your relationships. Whether you choose to deliver personalized thank you notes, take extra time to offer advice or references to contacts, or keep a log of your connections' interests and achievements, make your interactions with people memorable and refreshing.

"Always deliver more than expected."

— Larry Page, co-founder of Google

What are TWO SPECIFIC WAYS I can make an extra effort with those in my network?



Tip #3

NETWORK FOR CONNECTION - NOT JOB PROSPECTS

If you are looking for job opportunities, clients, or collaborations, don't just ask for them. Earn them, instead. Be curious and helpful. Ask the people you meet for advice, discuss their workflow and company needs, interact with them on social media, or volunteer your time and talents to a project or cause they care about. Some experts estimate that upwards of 85% of jobs are filled via networking, but networking is rarely successful if your approach is transactional and you aren't focused on building relationships first.

"Networking is an enrichment program, not an entitlement program."

— Susan RoAne ('How to Work a Room')

How will I avoid making networking transactional?



Tip #4

LEVERAGE SOCIAL MEDIA

Online social networks are some of the most valuable tools for building more meaningful, long-term professional relationships. If the extent of your online networking activities involves sending a few LinkedIn invitations now and then, you're quite frankly missing out. Each network gives you a unique opportunity to truly engage with contacts and actually carry out some of the more thoughtful goals you've been setting in this workbook. Think of new ways you can more purposefully share content, genuinely engage, and truly follow along with your network online.

"Social Networks represent the digital reflection of what humans do: we connect and share."

— Jeremiah Owyang, Altmeter Group

Which specific social network(s) do I want to use to engage more with my professional contacts?

What is ONE thing I will do to engage more genuinely with professional contacts on this network?



Tip #5

DEVELOP YOUR PERSONAL BRAND

Yes, you have a personal brand (like it or not), so be assertive about designing and developing it! Take control of how people perceive you and how you perceive yourself. Start by reviewing the ideas you brainstormed in Tip #1, and expand on those. If you've never done this before, get ready to ward off the inevitable self-doubt, and spend some real time considering your passions, your story, and your strengths.

"Too many people overvalue what they are not and undervalue what they are."

— Malcolm Forbes

What are SIX unique, admirable qualities that I possess?

Which of these do I value most in the workplace? Why?

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Tip #5

DEVELOP YOUR PERSONAL BRAND (cont.)

"The keys to brand success are self-definition, transparency, authenticity and accountability."

— Simon Mainwaring, Bestselling Author & Branding Expert

What is a career-oriented topic or issue that I'm passionate about? How can I employ that in my networking efforts?

What goals can I set to make my personal brand more apparent? Create a website? Build personal confidence? Publish articles or videos? Identify talking points?

What specific steps can I take to maintain brand integrity and authenticity?

Ready to execute your plan?

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