

5 Sure-Fire Ways to Make Networking Work

PLANNING WORKBOOK

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





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PLANNING WORKSHEET



Tip #1

KEEP IT PURPOSE-DRIVEN

Clearly, you value networking enough to download this workbook, **despite your frustrations about it**. If you don't ask yourself **why** that is, you'll never be able to fix the problems you're facing. Understanding your goals and motivations for building a network also helps you measure your success!

Why is Networking important to me? What fruits do I want to yield from building my network?

What do I dislike most about networking right now?
(don't skimp on this question, it's an important one)



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Tip #1

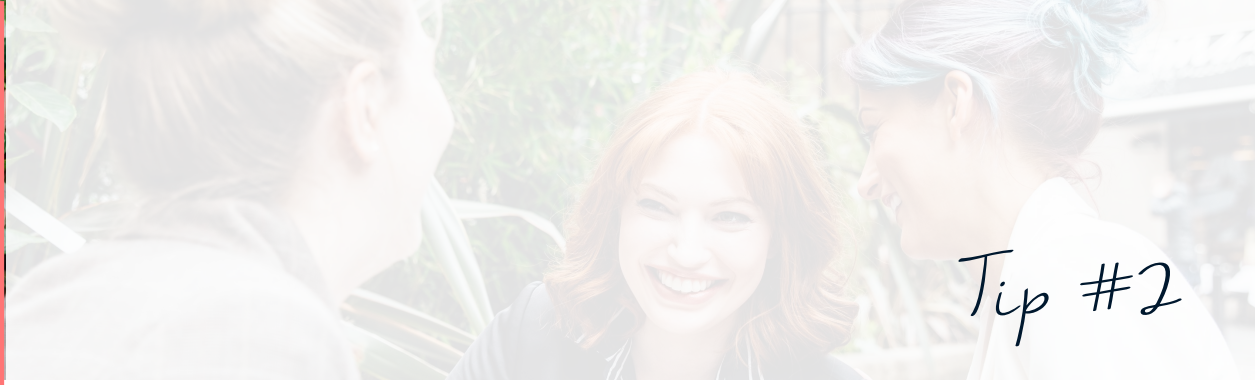
KEEP IT PURPOSE-DRIVEN (cont.)

What types of connections do I value most in my current network?

What types of connections do I want to make moving forward?

KEEP IN MIND - Every connection is valuable. Using this list to be selective of the people you choose to engage with only limits your potential for growth and keeps you focused on yourself.

**COME CONNECT WITH ALL TYPES OF DRIVEN
WORKING WOMEN AT OUR NEXT CONFERENCE!**



Tip #2

BE AN EAGER GIVER

Keep your focus on ways **you can help and celebrate others**, not the other way around. This is perhaps the most important thing you can do to make networking significantly more authentic and enjoyable.

Take a look at the things you wrote at the bottom of page two. Did your frustrations have anything to do with awkwardness, artificiality, or discomfort? Maybe you're not sure where to begin, how to talk to someone at an event, or how to get past the fact that it's just plain hard work to find and nurture connections. All of these things can be remedied by being an eager giver.

"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' - emphasis added)

The next time you're at a networking event or chatting with a coworker, actively ask questions about their goals, think of resources or solutions to help them overcome hurdles, or discover accomplishments that you can admire and congratulate them on. This focus and approach will nurture ideas and mutual respect, rather than artificial and awkward attempts to mask the appearance of selfishness or narcissism. It also gives you more things to talk about and reasons to stay connected long after you meet.

"Life engenders life. Energy creates energy. It is by spending oneself that one becomes rich."

— Sarah Bernhardt, 19th century French stage actress



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Tip #2

BE AN EAGER GIVER (cont.)

How can a focus on offering value to others negate some of the dislikes I listed on page two?

What value can I offer to those in my network? What am I good at, and how can I use that to lift and celebrate others?



Tip #3

NETWORK FOR CONNECTION - NOT JOB PROSPECTS

If your answer to the first question on page two had something to do with finding contacts to help you land a job, don't worry. We won't ask you to erase it. In fact, don't let anything dissuade you from being bold, asking for references, and advocating for yourself when the time is right.

In the meantime, however, what are you doing to actually nurture connection and **earn** the job references or collaboration opportunities you need? Be curious and gracious with people. Ask for advice. Read and comment on an articles and books from your connections. Create your own collaborations. Facilitate introductions.

On page three, did you list the **types of people** you'd like to connect with, or the **types of relationships** you'd like to nurture? For many working women, feeling fulfilled in our careers is just as important as success. Put this desire to work by finding small, consistent ways to connect and build.

"If you want to be the kind of person that people think of when an amazing opportunity comes up, you have to be a connector."

— Brittany Larsen, career coach at Livlyhood + Shift Summit

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COURSES AT apireher.teachable.com](https://apireher.teachable.com)

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

— Susan RoAne ('How to Work a Room')

What is ONE thing I can regularly do to better nurture connection?



Tip #4

USE YOUR RESOURCES

Let's start this one off with a few self-reflective questions:

What are the resources I currently use to nurture and find connections?

How might I be underutilizing those resources?

What are some other resources I think I could be using?

If you're dissatisfied with the way your current networking efforts are working (or not working), maybe you need to change the way you use these resources. Chances are, you aren't even thinking of some of the creative suggestions our business-savvy conference speakers have for you on the next page.



Tip #4

USE YOUR RESOURCES (cont.)

You may be using social media to keep in touch with people, but are you using it to find them? Are you using messaging tools to engage with contacts or following them on different social media accounts?

You may be attending luncheons or workshops, but are you considering new retreats, online courses, or conferences with different types of audiences? You may be asking your spouse for their career advice, but are you seeking out new mentors, both formally and casually?

"One of the things I like to recommend is joining a national or local organization in something that you're interested in. It's a great way to start meeting people outside of your network."

— Nicole Carpenter, Women's Leadership Institute + MOMentity

"It's helpful to just ask people you know what they're working on and if they can mentor you. You might be surprised reaching out to a neighbor, someone in your friend group, or maybe someone at the gym. You can find connections everywhere, not just at work or on social media."

— Nichole Harrop, leadership + career coach

"I always leave events feeling invigorated and reminded of why I enjoy the kind of work I do because I'm surrounded by like-minded individuals. This is especially true of conferences."

— Brittany Larsen, career coach at Livlyhood + Shift Summit

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Tip #5

DEVELOP YOUR PERSONAL BRAND

Everyone has a personal brand. Some people are just more assertive about designing and developing it!

Take control of how people perceive you or your business, and how you perceive yourself. Review the ideas you brainstormed in Tip #1, and expand on those, using the following advice from our expert conference speakers.

"To create confidence in your own brand, start with what you naturally excel in and what makes you different than others."

— Linda Evans, career coach at Launched by Linda + BYU

What FIVE words do TWO people in my life use to describe me?
(Linda Evans calls this a Personal Branding Survey)

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How can I use these to develop my personal brand?

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Tip #5

DEVELOP YOUR PERSONAL BRAND (cont.)

"The things that you think are your weaknesses are the same things that can make you successful and bring people to you."

— Alison Faulkner, Alison's Brand School + The Alison Show

What are four of my weaknesses?

Which of these can I reframe and rework into unique personal strengths?

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