

DIY NETWORKING STRATEGY CHEAT SHEET

GOAL(S): 1) Develop relationships with a network of others for referrals (both mutual & non-reciprocal)
2) Build visibility, credibility, and a reputation; become known, liked, respected by peers, potential power partners, prospects.
3) Increase my value as a center of influence/connection for my clients, partners, community.

STRATEGY: Get involved, and show up in the community! Join a leads group, at least one professional organization, and set up a power partner panel.

RATIONALE: All of these goals, including reputation building, lead generation, and client value, are results of this strategy. This strategy works for introverts, extroverts, newbies, and expert-level networkers.

REFERRAL MECHANISM: Define exactly how referrals to you and from you work, including the specific tool(s), process, any rewards, etc.

MESSAGES:

- elevator speech
- various introductions
- core marketing message (story)
- monthly promotions, success stories, other updates to answer the "what's new" question
- tips/content to show your expertise (be generous with it!)

COMMUNICATION:

- stay in touch via social & email
- mail partners, past clients, current clients, and other centers of influence at least twice per year
- always call or text with referral, even if other mechanism is used
- reward the referral, not the sale

POWER PARTNERS: Identify up to 5 complimentary/non-competitive co-marketing partners with whom you actively share and generate referrals.

TOOLS:

- business card (& electronic contact info)
- name tag (large enough to read on Zoom)
- email templates: f/up, ref, intro, etc.
- scripts for meetings & messaging
- CRM with email to track connections & activities & stay in touch regularly
- complete, updated social profiles
- referral list (hard copy & electronic)

TACTICS:

- attend on new org meeting/month
- attend weekly leads group (at least one)
- schedule one 1:1 meeting/week
- set up a power partner panel; schedule quarterly promotions
- create referral program; publicize
- send a newsletter or tipsheet or report at least monthly--even if you share it on social