

Checklist

How to Use Networking Events

To Increase Your Credibility, Grow Your Following & Your Business



Heidi Richards Mooney

"First, you have to be visible in the community. You have to get out there and connect with people. It's not called net-sitting or net-eating. It's called networking.

You have to work at it."

Ivan Misner - Founder, Business Networking International - BNI

Whether you are a seasoned networker or just starting out, there are things you need to know and learn to maximize your time, effort and money to get the most out of those networking events. This checklist will serve as your guide to expand your connections, increase your credibility and reputation and ultimately your bottom line! Use this checklist as your guide to find, prepare for, attend and follow up.

This checklist is divided into four parts:

- How to Find Worthwhile Networking Events
- How to Prepare for Networking Events
- What to do During a Networking Event
- What to do After You attend a Networking Event

PART ONE: How to Find Worthwhile Networking Events

You have to know Which Ones are Right for You. Ask yourself these questions:

_____ Is the event aligned with your goals?

_____ Is it an event where your target audience hangs out?

_____ Do "Influencers" attend?

_____ How Much Time vs. ROI can you expect from attending?

➤ **Who Should You Ask about Potential Events to Attend?**

- _____ Customers/Clients
- _____ Prospects
- _____ Vendors
- _____ Friends
- _____ Colleagues/Business Associates
- _____ Industry Experts

➤ **Look for Local Business Networking Events in the:**

- _____ Local Newspaper
- _____ Business Journals
- _____ Online News Sources
- _____ Community Magazines and Newspapers
- _____ Industry Publications and Websites
- _____ Social Networks such as:
 - a. Meetup
 - b. Facebook Events
 - c. LinkedIn Groups
 - d. Eventbrite
 - e. NetParty
 - f. Yelp
 - g. TwtVite
- _____ Forums
- _____ Nonprofit Association Special Interest Groups

➤ **Types of Networking Events to Attend:**

- _____ After-Hours
- _____ Lunch and Learn
- _____ Roundtable Discussions
- _____ Industry Events
- _____ Happy Hours
- _____ Community Service Events
- _____ Tradeshows
- _____ Conferences
- _____ Social Groups
- _____ Special Interest Groups
- _____ Women's/Men's Organizations
- _____ Something You Have Never Attended Before

PART TWO: How to Prepare for Networking Events

"Everything you want in life is a relationship away."
— Idowu Koyenikan

This section is all about researching attendees, Topics to discuss, Networking goals, having a networking "buddy," your introduction, dressing for success and your business card.

➤ Researching Attendees

- _____ Ask the organizer who typically attends
- _____ Search social media for posts about previous events
- _____ Ask other “members” who attends

➤ Make a List of Topics to Discuss

- _____ Current Events, Community Happenings, The NEWS
- _____ Vacations/Travel
- _____ Careers - First Job
- _____ New Discoveries
- _____ Sports
- _____ Latest Business Books
- _____ Questions

➤ Ask the Right Questions... (*Bob Burg’s Feel Good Q’s)

1. How did you get started in your business?
2. What do you enjoy most about your profession?
3. What separates you and your company from your competition?
4. What advice would you give someone just starting out in your business?
5. What one thing would you do with your business if you knew you could not fail?
6. What significant changes have you seen take place in your profession through the years?
7. What do you see as the coming trends in your business?

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8. What's the strangest/funniest incident you've experienced in your business?
 9. What ways have you found to be most effective in promoting your business?
 10. What one sentence would you like people to use in describing the way you do your business?

**Bob Burg is the author of [Endless Referrals](#), [The Go-Giver Series](#), [Adversaries to Allies: Master the Art of Ultimate Influence](#) and countless other books. For more on Bob visit: [Burg.com](#)*

- What are your goals - what outcome(s) do you want to derive from attending the event?
- a. make new connections
 - b. meet experts, thought leaders
 - c. learn
 - d. sell
 - e. increase awareness of my products and services
 - f. other _____

_____ Bring a Networking Buddy (name)

_____ Rehearse your 15-30 second introduction

_____ Dress for Success (appropriate to your profession and the event)

_____ Bring plenty of business cards

PART THREE: What to do AT Networking Events

"Effective networkers know how to make a positive first impression. They understand their environment and know what is acceptable and unacceptable conversation and attire. They know how to get people to talk about themselves, their business, their desires and dreams."

-Gary Rohrmayer, Church Planting Landmines

This section is about being memorable, introducing yourself, your name badge and the handshake

➤ **The Introduction**

_____ First & Last Name, Company

_____ Make eye contact

_____ Shake hands

_____ Repeat Other Person's Name

_____ When they ask, give a very brief intro of "what you do." This is your 15 second commercial

➤ **Be Memorable**

_____ Wear a Smile

_____ Wear something that stands out such as a

a. tie

b. piece of jewelry

c. hat

d. button or pin with a quote (i.e. No guts, No glory)

e. your signature color

➤ **Your Name badge**

_____ Your first (and/or) last name

_____ Company name or

_____ Interesting "tagline" or slogan (i.e. "I help people sleep better at night")

_____ Wear on the right side of your chest

_____ Bring your own name badge if appropriate/possible

➤ The Handshake

_____ Firm

_____ Good grip but not too tight

_____ Shake 2 to 3 times and that's it!

_____ Make Eye Contact, Repeat person's name as you Shake his/her hand

➤ The Business Card

_____ Ask for theirs first

_____ Look at it

_____ Comment on it

_____ Write something on it

_____ Don't give out your card unless or until they ask for it and don't take a card from someone unless you plan to use it! No drive-by networking!

_____ If appropriate, schedule a time to chat after the event

"All things being equal, people will do business with and refer business to, those people they know, like and trust."

Bob Burg

PART FOUR: What to do After a Networking Event

"Networking is an investment in your business. It takes time and when done correctly can yield great results for years to come."

Diane Helbig, Author - *Lemonade Stand Selling*

In this section we will cover the Follow Up, Connecting with those you meet on Social Media, Introducing people to each other, Thanking the Host/Organizer, Write About the event and Taking Action.

➤ Follow Up

_____ Less than 24 Hours

_____ By Email

_____ Handwritten Note

_____ Phone

➤ Connect on Social Media

➤ Find and follow new connections on

- a. Facebook
- b. LinkedIn
- c. Twitter
- d. Google +
- e. Klout
- f. Other

➤ Make an introduction of your new connections with others in your circles

1. _____

2. _____

3. _____

➤ **Thank the Host - Organizer**

_____ Email

_____ Note

_____ Phone Call

_____ Publicly (On Social Media)

_____ Send a small Gift (flowers, Chocolates, etc)

➤ **Write About the Event**

_____ On Your Blog/Website

_____ Social Media

_____ In Your Newsletter

_____ In an Email

THE MOST IMPORTANT THING TO DO AFTER THE EVENT

TAKE ACTION!

IF YOU RECEIVED THIS CHECKLIST AS PART
OF A BONUS OR FREE OFFER, BE SURE TO
CHECK OUT WOMEN IN ECOMMERCE FOR
MORE GREAT RESOURCES AND TOOLS

www.WECAI.org & RedheadMarketingInc.com