

Module 2: Be Seen

Step 1: Being clear on who your ideal clients are.

Before networking you need to know who your Target is otherwise you'll spread yourself too thin.

Action Item:

Who is your ideal client?

Where do they hang out? OR Where do your COI hang out?

Identify 6-10 ways you can network each and every month. **Put those as recurring appointments IN your calendar right away!**

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Build in follow up time after each and every event (30 mins? 1 hour?) It will depend.

What will your KIT campaign look like?

What will you do:

Daily?

Weekly?

Monthly?

Quarterly?

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Step 2: In our Networking Process, this is what I refer to as Nurture Networking™

Action Items:

- Identify 10 people RIGHT now that you can reach out to today and schedule a coffee date with:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

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The key is to make sure these people know everything that you are doing and what you're up to. **It's YOUR JOB to make sure they know HOW to refer you.**

- Be sure to do this each and every MONTH! Each month identify 10 more people, connect and repeat.
- Do this for 3 months in a row, then cycle back in again... This way you are reaching out and nurturing the same people each and every quarter...
- In addition to coffee dates (what else from your KIT campaign) will you facilitate monthly?

- What type of networking experience can you CREATE yourself?

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Step 3: Understanding the Lifetime Value of a Relationship!

Action Items:

- Begin tracking your network efforts and track each lead you get.
- Who can you build a referral partnership with and exchange leads easily?
 - ◊ Organizers with haul away services
 - ◊ Concierge with Caterers and realtors
 - ◊ Website developers should easily be able to refer to social media experts/ virtual assistants/ SEO experts/ copywriters/ content creators