Business Success Solution

Step Into Your Greatness

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The SIMPLE Networking Formula

1. **Strategy** – Create your networking strategy. What do you want to accomplish? Who do you want to meet? How many people will you speak to at a networking event?

Here's an advanced move to get started: Go to where your ideal client or referral source hangs out instead of expecting them to seek you out. What associations, meetings or places do they attend?

2. **Interest** –Networking is not about you and how many business cards you can press into people's hands. Show interest in other people.

Tip: When talking with someone, really pay attention instead of thinking about how you're going to pitch that person.

3. **Mix and Mingle** –Extroverts love the party and being in a room full of people. Introverts prefer a one on one conversation over coffee or lunch. Do you prefer large noisy rooms or quiet familiar spots?

Lifesaving tip. What's your exit line to break away from a dull conversation? Think about one ahead of time because it will eventually rescue you from boredom.

4. **Party** – Networking can be highly uncomfortable. Instead of avoiding all events, create an approach which works for you.

Here's a hot secret tip to get you started: When going to an event, act as if it's your event. When it's your party you help others to be comfortable and enjoy the event. How would things change for you if you hosted the event?

5. **Lead with questions** – Opening up a conversation can be painful. Be curious to learn about the other person.
Icebreaking questions: Ask about their business. What problem are they best known to solve? Who's their ideal client? Who are they hoping to meet?

6. **Exercise your "bridger" muscle** - Be the connector. Become a resource for your clients.
What other services do your clients need?
Who do you already know that you can confidently refer to?
Develop a network of referral partners.

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