



Networking Essentials

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Women N' Business, 17 November 2022

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Expectations & Objectives

Expectations

- 🔗 'On tour' mentality
- 🔗 Protect investments

Objectives

- 🔗 Understand the mechanics of networking
- 🔗 Improve networking skills
- 🔗 Define a networking strategy with goals
- 🔗 Understand key tools and collateral items
- 🔗 Plan content and pitching
- 🔗 Know how to source events
- 🔗 Grow networking confidence
- 🔗 Forge better business relationships
- 🔗 Obtain more business rewards

Introductions

EVENT / COURSE ATTENDEES

NETWORKING GOALS & DEFINITIONS

Networking Definitions

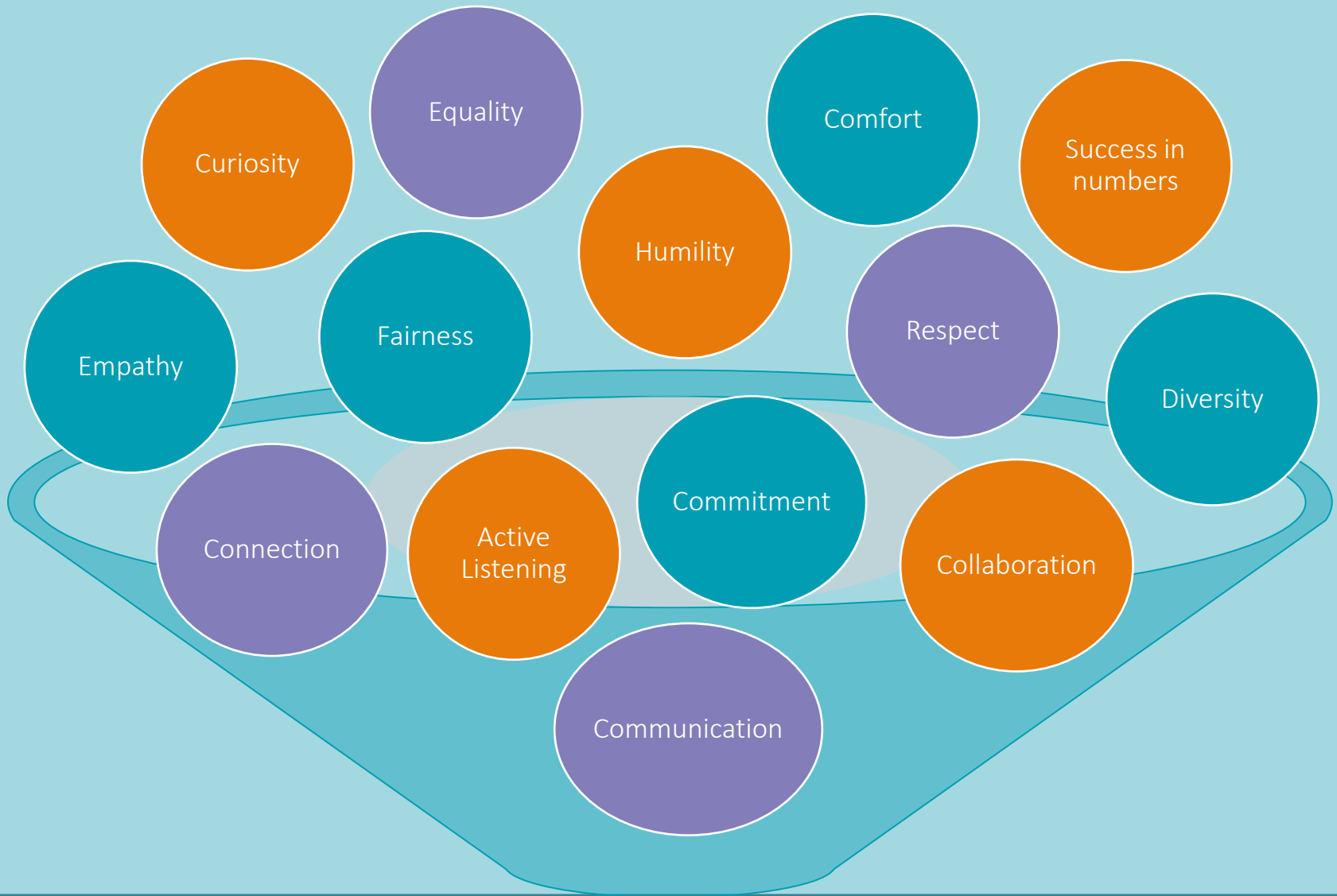
NETWORK-ING

- ⌘ Is not: Being the loudest; Having the most connections; Being extrovert, Selling
- ⌘ Is: Active listening; Finding common ground to forge connection; Building relationships
- ⌘ It is the action or process of interacting with others to exchange information and develop professional or social contacts. The Clue is in the 'ING' ending – it requires doing!

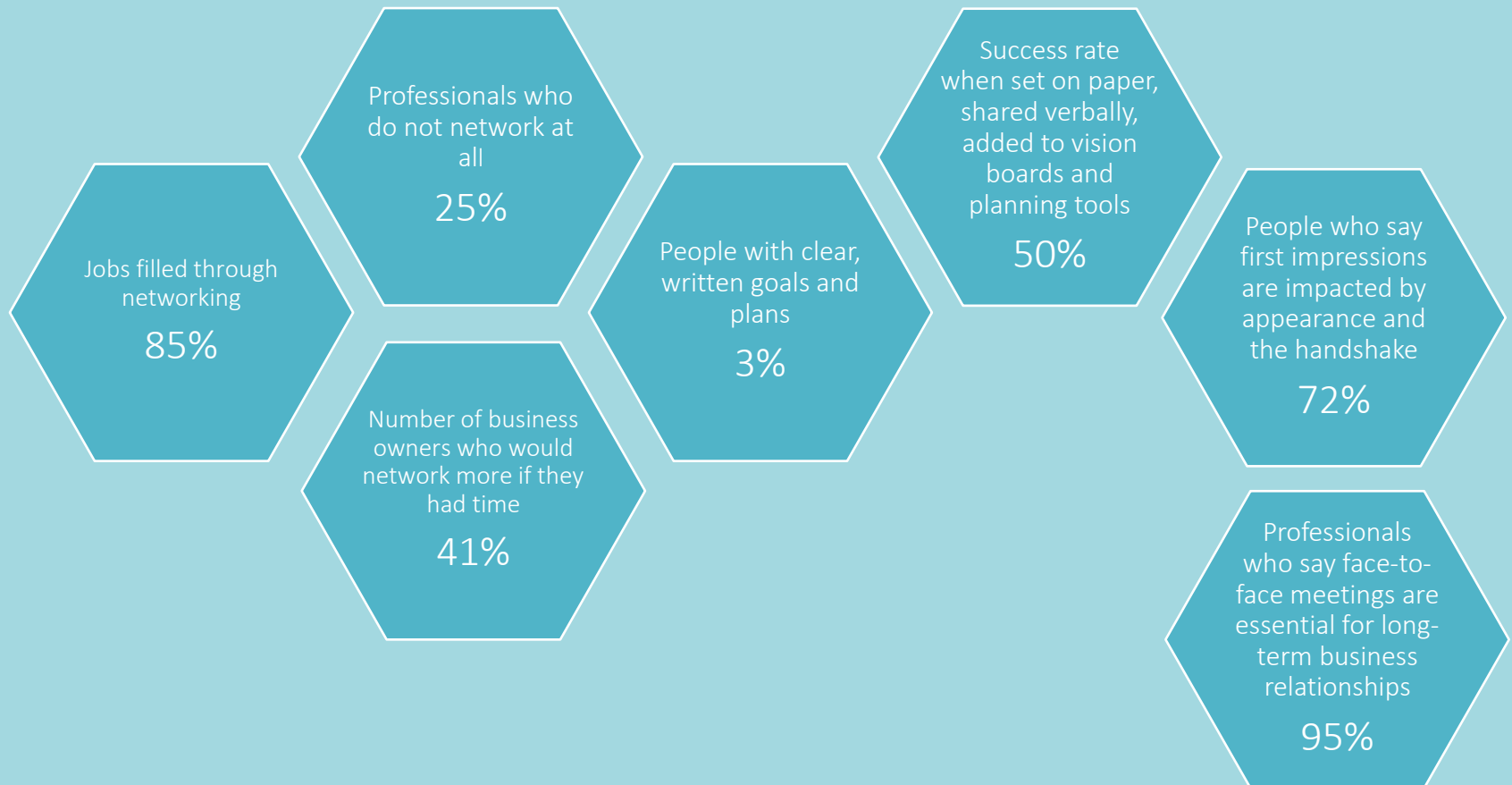
RELATE-IONSHIP

- ⌘ the way in which two or more people or things are connected, or the state of being connected
- ⌘ The clue is in the 'RELATE' start

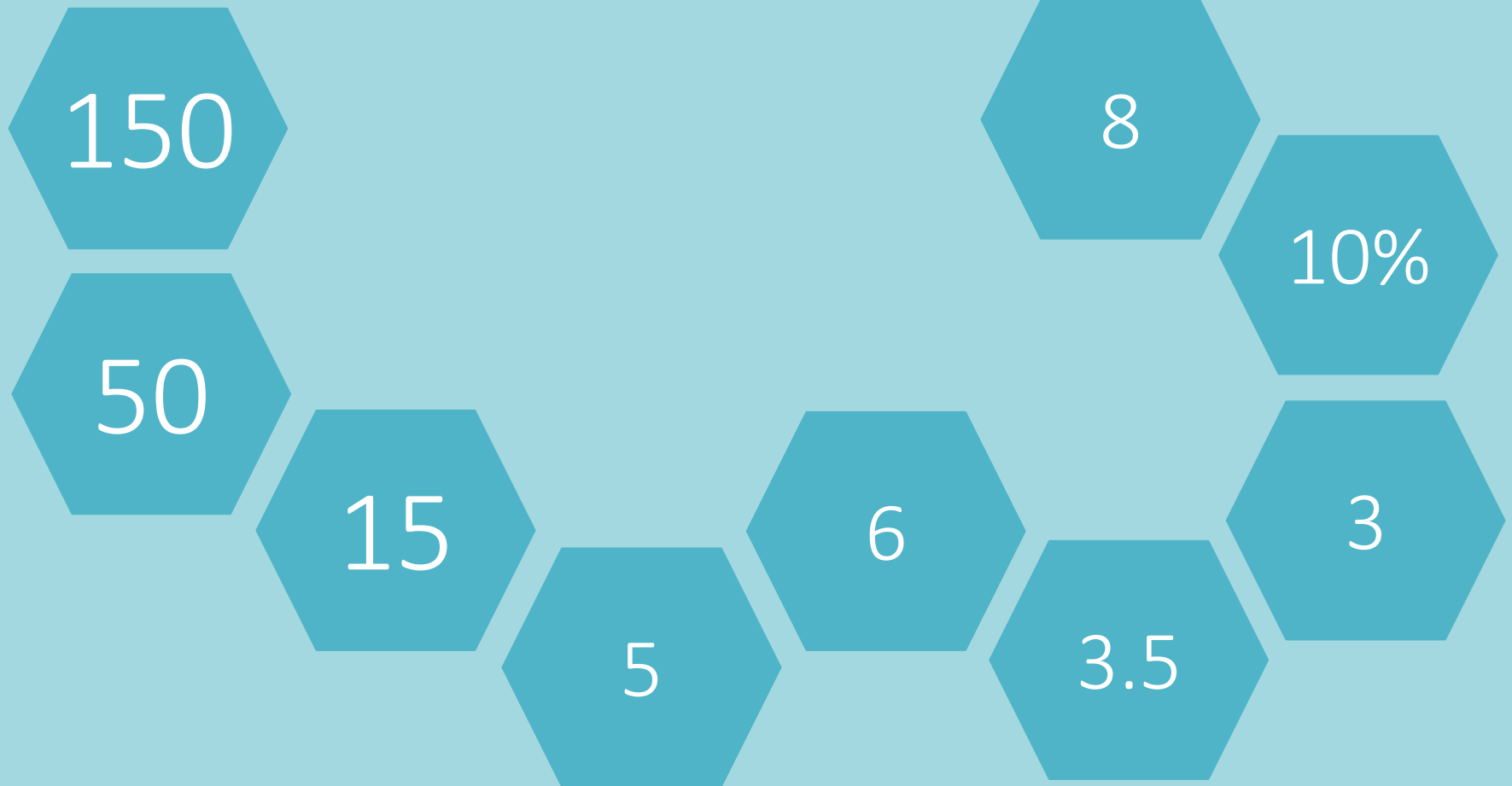
Networking Values



Networking Numbers – the rationale



Networking Numbers - making them work for you



Networking Jargon

Elevator Pitch / 60
seconds

Social Profile Consistency

B2B / B2C / H2H

CRM

Collateral

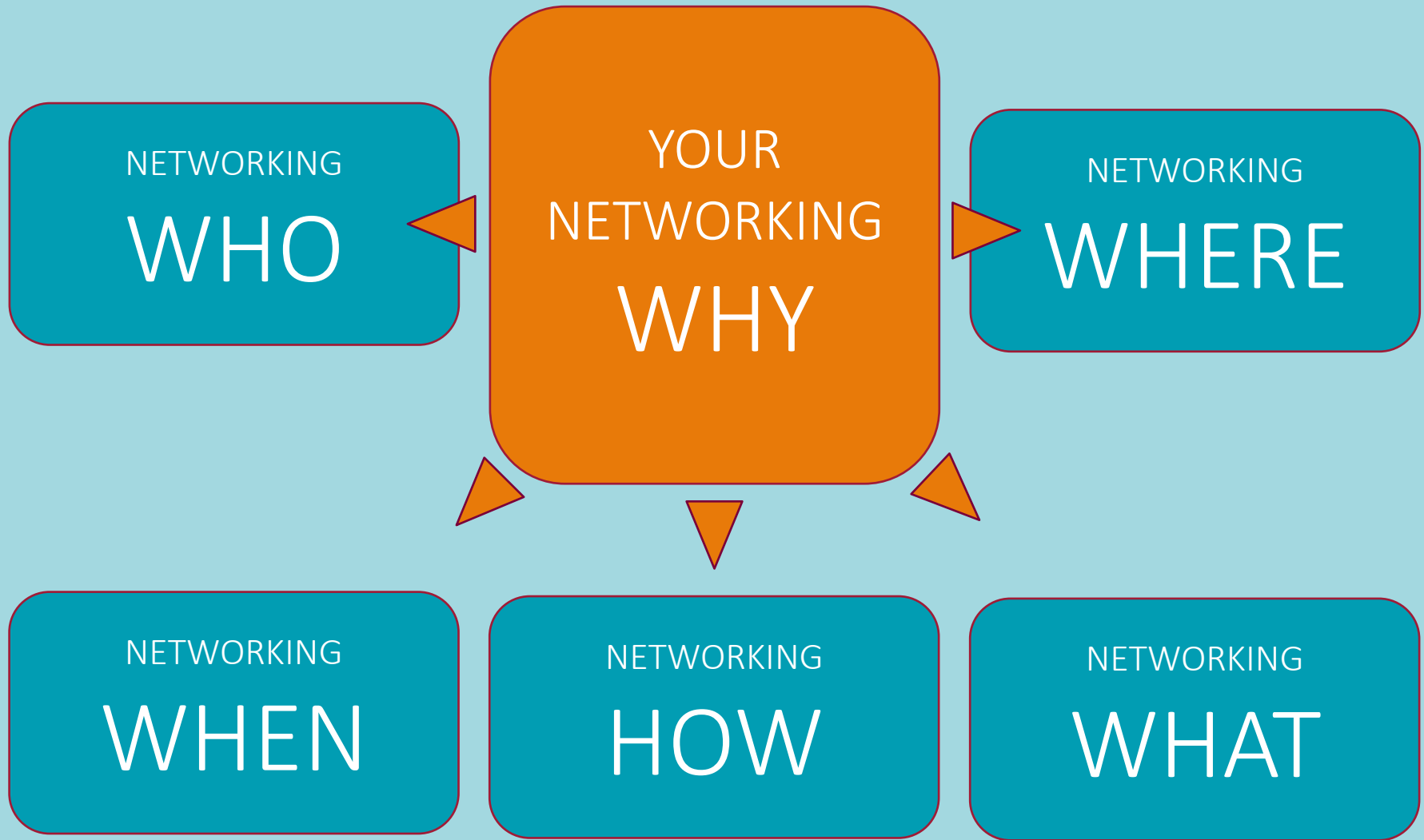
CTA

Profile

DM / Inbox

H2H

Networking Theory



Networking Why

Know your Networking Why & the Kipling Method 5W1H

Availability- wrong WHEN & WHERE

Environment – wrong WHO & WHERE

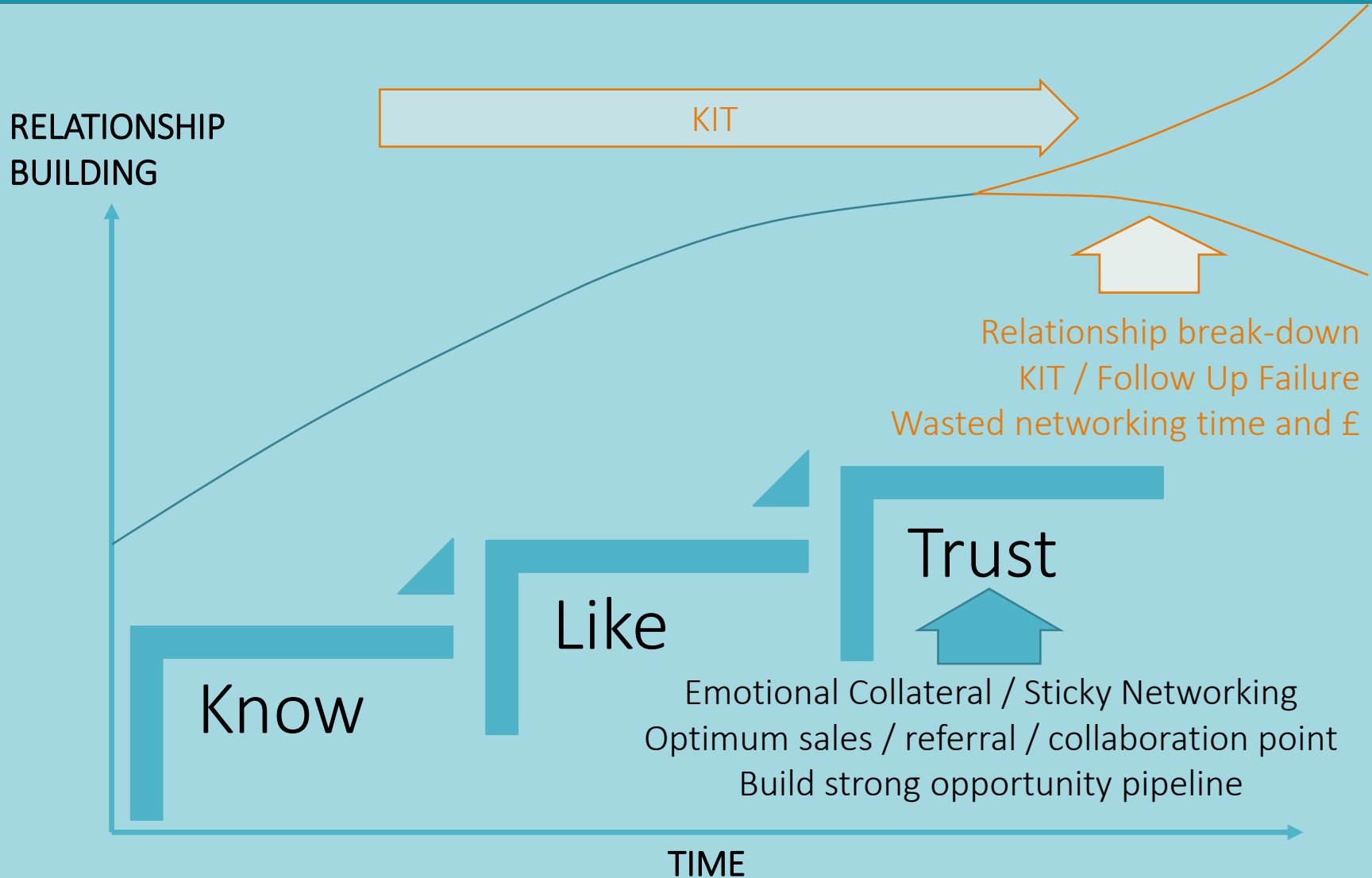
Competence – wrong WHAT

Confidence – wrong HOW

Strategy - wrong WHY

Watch this 1 minute video at: <https://youtu.be/rFJ1r15MtFE>

The KLT Factor: Relationship life cycle



Networking Identity

VISIBLE NETWORKING BRAND

- 🔗 Review your current footprint and 'Brand You'
- 🔗 What comes up in search results? Are you known before you meet?
- 🔗 Identify gaps and plan your desired physical and digital networking identity

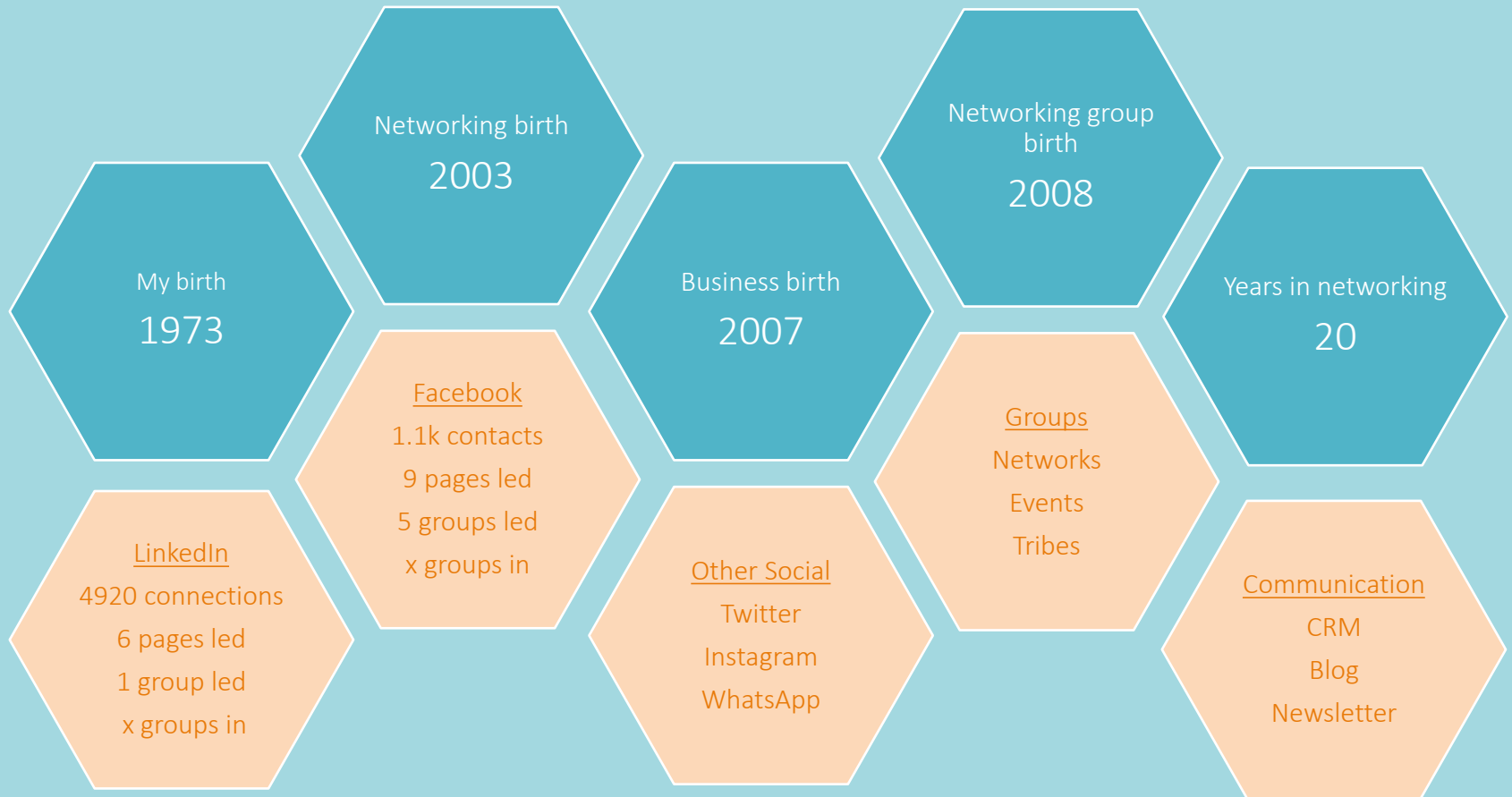
SOCIAL PROFILE CONSISTENCY

- 🔗 Identify yourself consistently online with your full name and essential credentials
- 🔗 Can you be found easily and connected with
- 🔗 Use the same current profile picture on each platform
- 🔗 Don't miss opportunities for adding extra information, e.g. company, website, tel, message / quote / call to action

REPUTATION MANAGEMENT

- 🔗 Connect, Engage, Visible
- 🔗 Keep in Touch / Follow Up Strategy
- 🔗 Feedback/testimonials policy

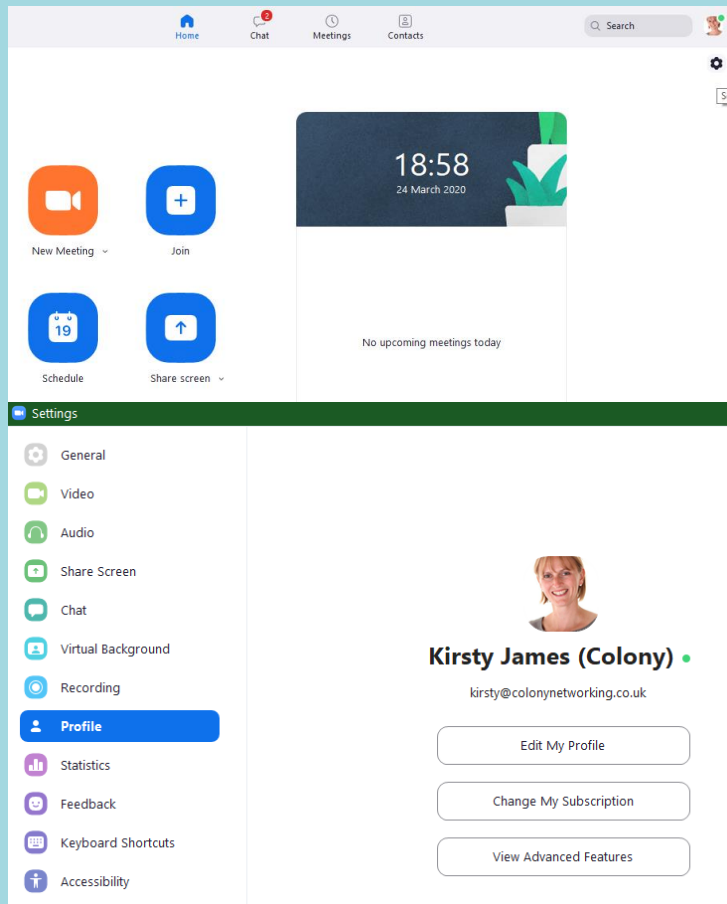
Networking Identity for Kirsty James



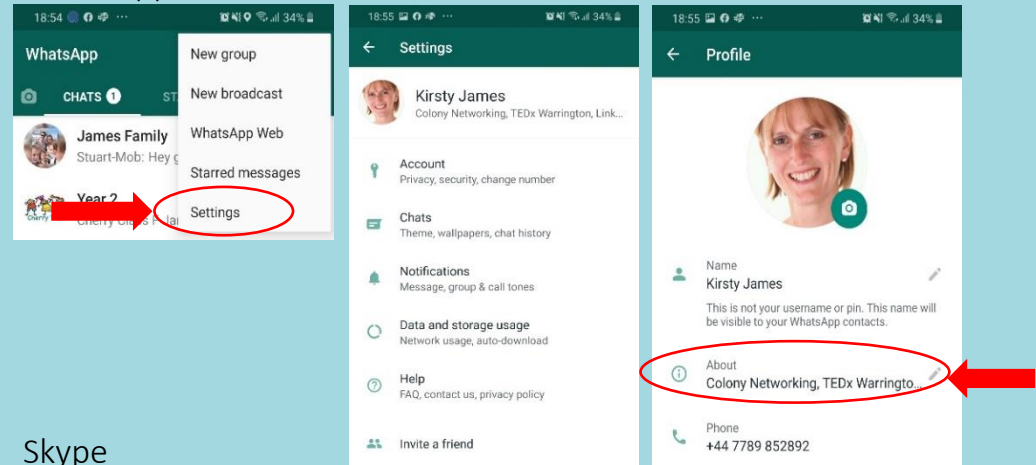
Social Profile Consistency

Watch this 1 minute video tip at: https://youtu.be/7qvU_ULF5l8

Zoom



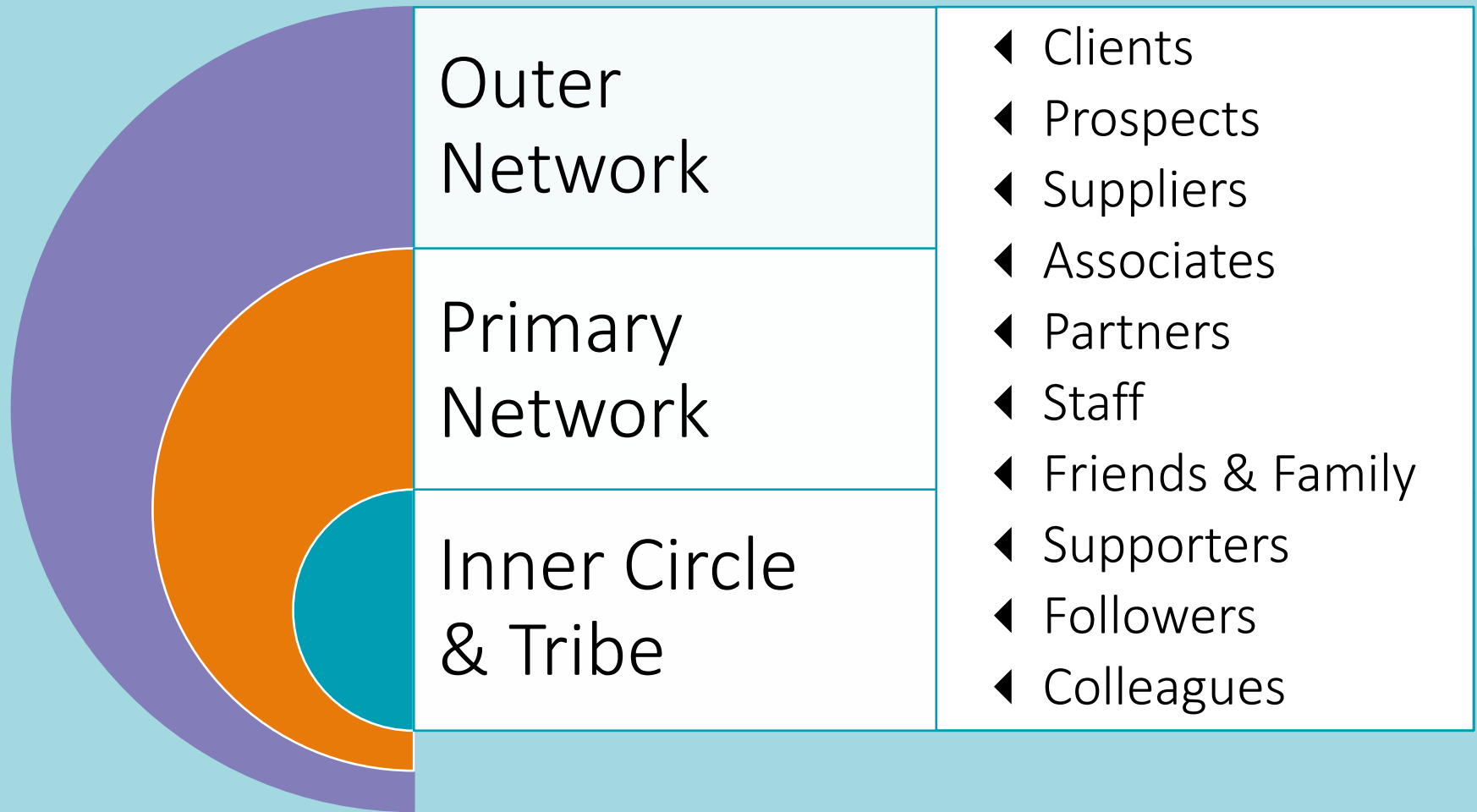
WhatsApp



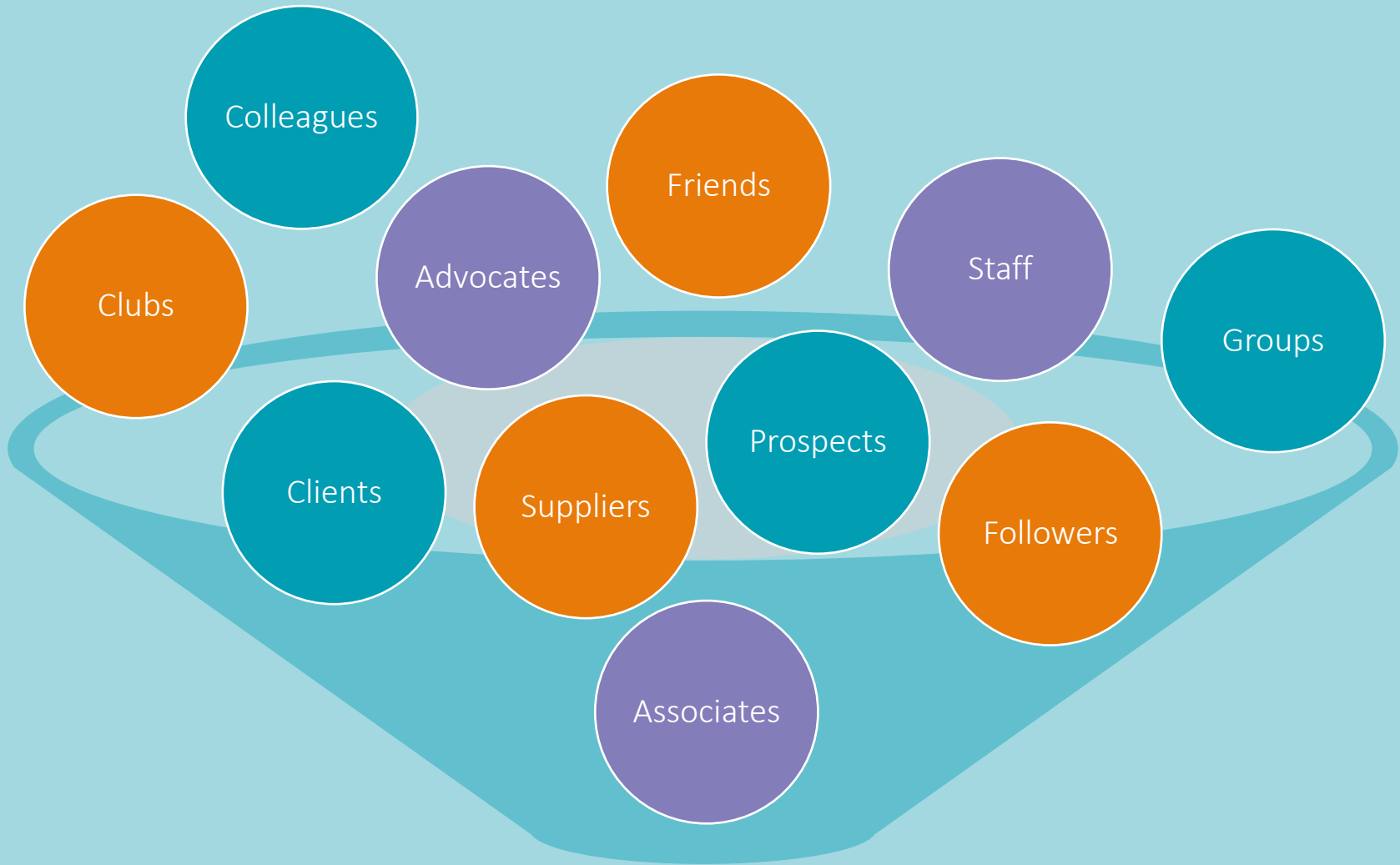
Skype



Networking Planning – Know your Onions/Tribe



Networking Planning – Connections Management



Networking Landscape

Pre Covid

- 🔗 In-Person Events + Social Networking

Post Covid

- 🔗 The New Networking Normal = Hybrid/Blended Networking
- 🔗 Online Events + In-Person Events + Social Networking
- 🔗 Obtain networking efficiencies e.g. time and money savings, accessibility via Zoom/Teams for 121's
- 🔗 Online – Technology, Rapid Upskilling, Forced Visibility, Market dispersed, social engagement harder, geographic target absence, Virtual Imposter Syndrome, Confidence, Zoom fatigue, Choice of events & groups wider, Etiquette (video on, chat, not watching speaker)

Networking Events & Groups

- ⌘ Free, PAYG, Membership. Franchised v Independent. Formal v Informal. Casual v Strong. Business v Community. Clubs & Professional Associations. Sector Specific v Generalist. Female, Male or Mixed. Structured v Open.
- ⌘ Research and select events wisely as part of a planned networking strategy based on your Networking Why and create a master planner to pick from
- ⌘ Event Sources
 - Emails
 - Newsletters
 - Private invites and word of mouth
 - Liaising with competitors/collaborators
 - Checking event sites such as Eventbrite & Find My Networking
 - Facebook & LinkedIn event listings
 - Saving posts from organisers, connector & support organisations
 - Google and online research

Networking Collateral

ESSENTIAL RESOURCES

- 🔗 Cards / Digital Card / QR code
- 🔗 Flyers / Brochure / Branded goods
- 🔗 Pitch Content – Elevator & 121

NETWORKING KIT BAG

- 🔗 Social networking is the ultimate KIT Bag essential for relationship-marketing and improving KLT
- 🔗 Put in place strong follow up steps, backed by sound procedures and tools e.g. implement contact management systems (cards, database, excel, CRM)

Follow Up Strategy

Process Map & Systemise your follow up steps

Connect

- Social Media Connect, Like, Follow
- Email or Message follow up promises & offers
- Pay it forward goodwill gestures
- Arrange 121 calls, meetings or virtual cuppas
- Engage / Comment
- Thanks, Endorse, Tag
- Recommendations



Systemise

- Business Cards
- CRM / DB
- Newsletter / Blog
- Value & protect your contacts – linkedin back up, organise FB friends lists
- Organise your onions
- Identify new targets
- Track activity
- Monitor success



KIT

- H2H F2F goals
- Manage your onions
- Social Media
- Newsletter
- E-mail Marketing
- Direct Mail
- Re-Network
- People remember how you make them feel not what you say so KIT

Networking Reminders

Revisit your
Networking
Why

Research &
Prepare

Get
Organised

Networking
Identity

Manage &
Protect Data

5W's
1H

KLT Factor

Collateral
Counts

Social Profile
Consistency

Connections
Management

Networking
Values

Human
Equality

Reset
Expectations

Survey & Assess

Tribes,
Networks,
Clubs,
Buddies

Accessible &
Visible

Comfort Zone v
Comfortable

Visualise
Confidence

Modesty v
Self-Praise

Self-Belief v
Networking
Chimp

Resources

NETWORKING HUB - BLOGS, Q&A & QUICK TIPS

<https://www.colonynetworking.co.uk/networking-resources/>

NETWORKING WHY

<https://youtu.be/rFJ1r15MtFE>

SOCIAL PROFILE CONSISTENCY

https://youtu.be/7qvU_ULF5l8

VALUE & PROTECT YOUR CONNECTIONS

<https://youtu.be/Yjx-XBlyXlQ>

Further Support



MARKETING EVENTS NETWORKING

Skills, Strategy, Content,
Resources, Offers &
Project Management

I can assist you to maximise your on and offline networking, relationship-marketing and business development success

FREE DISCOVERY CALL

Arrange a free 20-minute, no-obligation 1-to-1 discovery call with Kirsty

NETWORKING EVENTS

Visit the Colony Networking website or email Kirsty for event listings covering several event brands and for any current offers. Attend PAYG & via Plans

NETWORKING WORKSHOPS

Attend a half or full-day networking skills and strategy group workshop

NETWORKING & MARKETING POWER HOUR+

Obtain a 1-to-1 power hour plus follow up advice and actions from Kirsty to review and improve your marketing plans and networking skills, strategy and content.

FREE NETWORKING RESOURCE HUB

Visit the resource hub containing networking videos, blogs, talks, guides, webinars, podcasts, Q&A, and quick tips.

<http://www.colonynetworking.co.uk/networking-resources/>

NETWORKING MATTERS NEWSLETTER

Sign up for event updates, blogs and resources at <http://eepurl.com/W89CX>

Networking & Marketing Support

Would you like support and accountability to maximise your on and offline networking and relationship-marketing success?

DISCOVERY CALL

I want to find out more & get advice

- A free, no-obligation 1-to-1 virtual meeting with Kirsty to chat through your circumstances
- Seek advice on your networking, marketing and business development goals
- Find out more about the services, contacts and resources available to you

FREE

WORKSHOPS

I want to improve my networking

- Half and full-day networking workshops
- Networking Essentials**
- Introducing theory and planning then focusing on the mechanics, skills and collateral to improve networking effectiveness
- Connecting with Purpose**
- Focusing on detailed strategic planning, developing a blended networking mix, relationship management, follow up strategies, reputation and identity management

From £59

POWER HOUR+

I want to focus on specific networking and business development tasks that suit my business, marketing and planning requirements

- 1-to-1 planning session plus follow up ideas, actions, resources and introductions.
- Content suggestions:
- Networking strategy and blending on, off and social networking
 - Lead generation, referrals and affiliates. Identifying & introducing contacts
 - Sourcing free help, funding and resources
 - Identifying networking groups and events to attend
 - Online networking and social media profile/page set up and reviews
 - Marketing and networking collateral and copy for social media posts, website, business cards, pop ups, flyers, brochures, pitch content, blogs, press releases
 - Contact management and systems CRMs, databases, email and newsletters.
 - Follow up strategy
 - Feedback and testimonial/recommendation
 - Brainstorming new business development ideas and solutions
 - Handholding at networking and business events and obtaining guest invites
 - Accountability to ensure networking and marketing plans are put into action

£99 for initial 1hr session + follow up actions



THANK YOU