



Networking Essentials

WORKSHOP RESOURCES

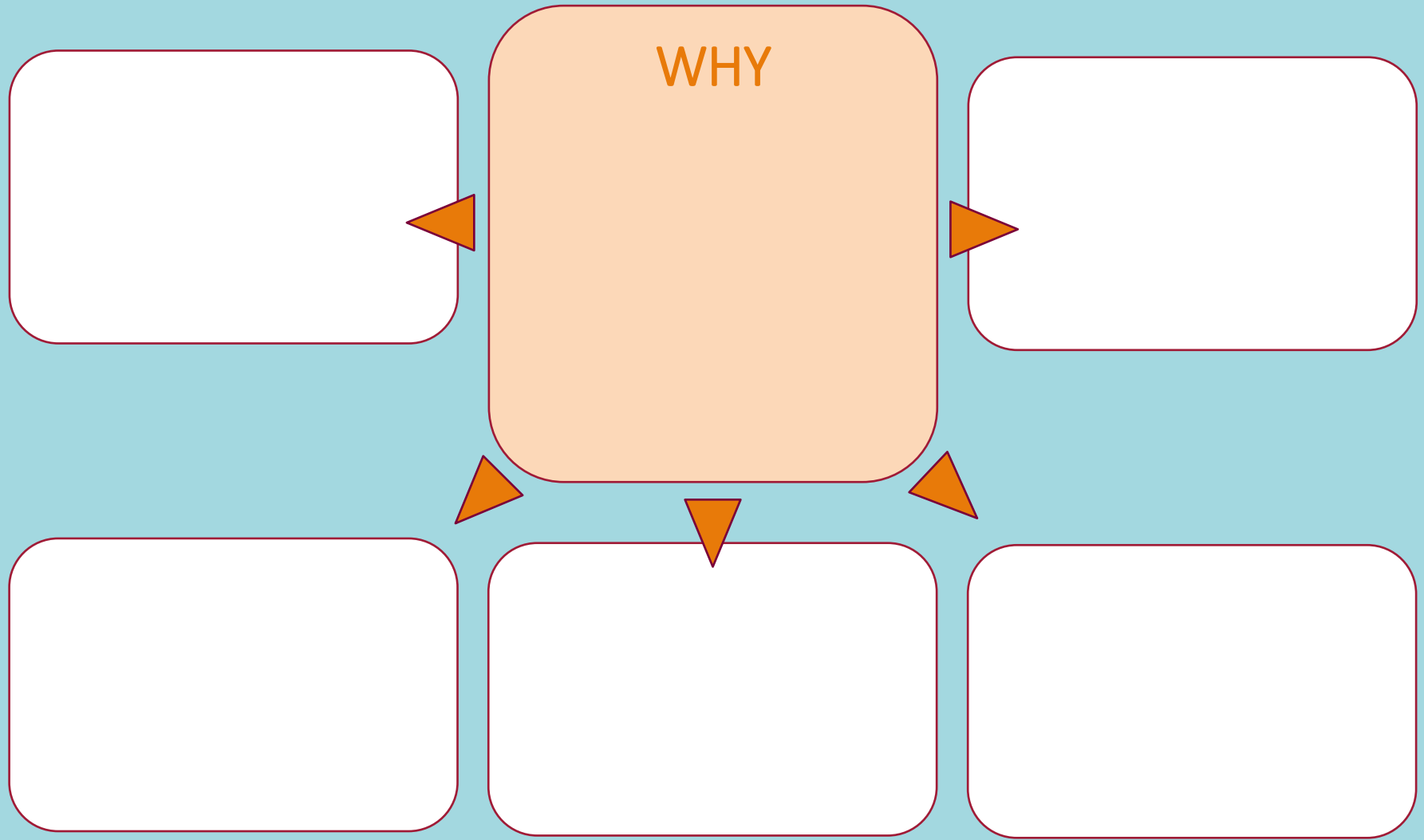
By Kirsty James

Introductions

EVENT / COURSE ATTENDEES

NETWORKING GOALS & DEFINITIONS

WORKSHEET: Networking Why



WORKSHEET: Networking 5W's

Why

Who

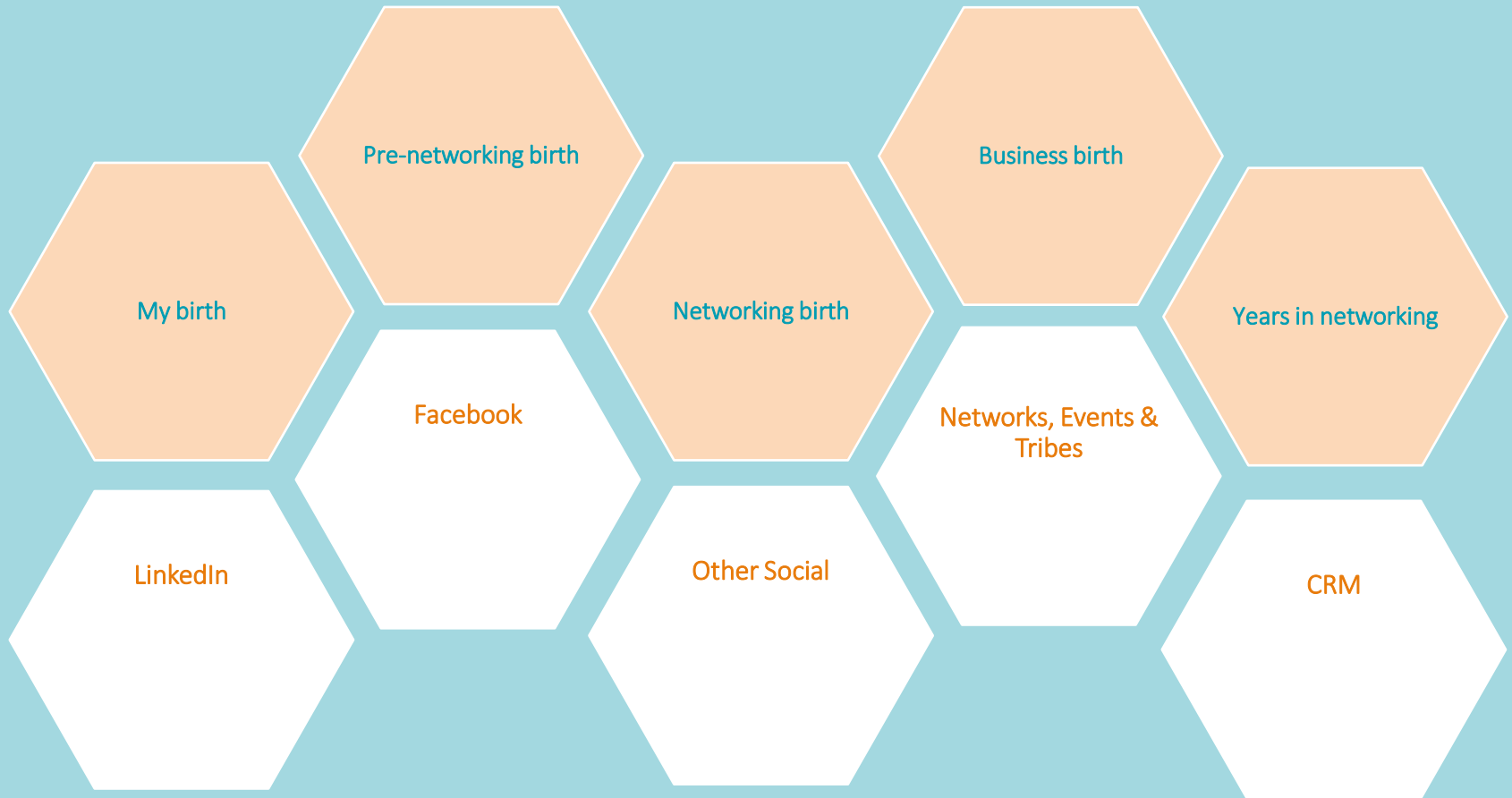
Where

How

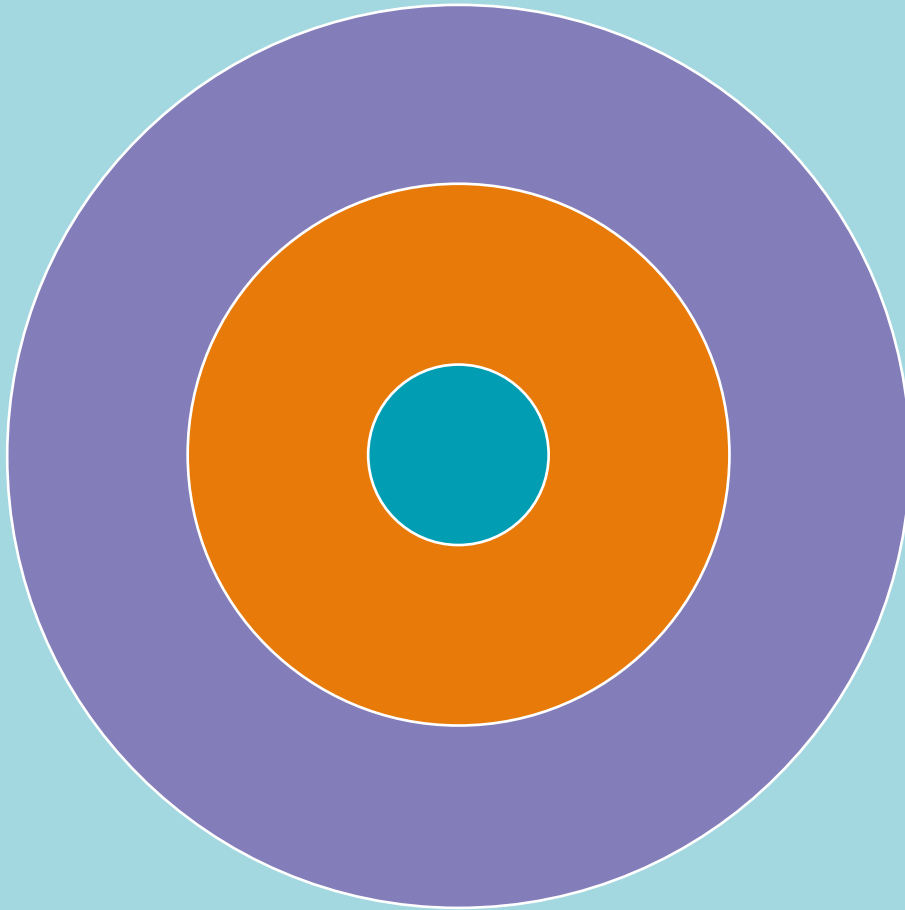
What

When

WORKSHEET: My Networking Identity



WORKSHEET: Connections Management



Tribe & Inner Circle:

Primary Network:

Outer Network:

WORKSHEET: Key Connections Management

Clients

Prospects

Suppliers



Referrers / Associates / Affiliates

Sponsors / Funders

Tribe / Supporters



WORKSHEET: My Networking Mix

Hybrid / Blended Networking			
In-person			
Online			
Social			

Location	  		
	Free	PAYG	Membership

WORKSHEET: Pitch Preparation

End Goal

Purpose of the pitch
Link to Networking Why's

Core Content (Essentials)

Name, Company
What do / offer / solve

Likeable / Memorable / Engaging

What makes you unique?
What's your USP?
What is 'Brand You'?

Key Messages / Call to Action

Variable / Extra Content

WORKSHEET: My Follow Up Strategy

CONNECTION STEPS

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

SYSTEM STEPS

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

KIT STEPS

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

WORKSHEET: My Follow Up Contact Tracker

Clients

Prospects

Suppliers



Referrers / Associates / Affiliates

Sponsors / Funders

Tribe / Supporters



WORKSHEET: Networking Task Planner

Networking Why

5Ws Planning

Networking Identity

S. Profile Consistency

Connections Mgmt

Tribe / Onions

Events / Networks

Target Contacts

Collateral

Pitch Preparation

Follow Up Strategy

Feedback Strategy

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.colonymarketing.co.uk/networking-resources/>

NETWORKING MATTERS NEWSLETTER

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