

Networking Action Plan for Connectors

KNOW LIKE TRUST

Get to KNOW - (These are folks you don't know yet)

1) **Someone I can help:** _____

This will be someone that you can easily introduce to someone else at the event you are attending. You may not know who this person is until you actually see them at the event.

2) **Potential Referral Partner:** _____

This will be someone who is in an industry familiar to you. Typically someone who has a business similar to someone else that you are already sharing overlap of customers/clients with.

3) **Wild Card:** _____

This will be a pleasant surprise for you at the event when you stay "open" to the possibilities that you will meet someone interesting that you would like to get to know better.

Grow to LIKE - (These are folks you've met once or twice before)

1) **Someone I can introduce to someone else I know and like:** _____

This will be someone that you have already spent some time with and you can sense who they are as people and you have a feeling that they need to meet someone else that you also already know and like.

2) **Potential Referral Partner:** _____

You are continuing to build and grow your relationship with this person. Be sure to talk with them at the event to re-establish, refresh, and rejuvenate your connection. Update and get updated on what is happening in your business and theirs.

3) **Potential Collaboration Partner:** _____

This will be someone who has landed on your radar as someone you could collaborate with. Continue to grow the "liking" stage by sharing ideas on ways that you could combine efforts to create something new. Set up a time to meet away from the event to discuss further.

Sustain TRUST - (These are clients or partners with solid relationships)

1) **Introduce:** _____ **to Trust Partner :** _____

Preferably, you will be in a position to introduce someone from the LIKE category to one of your TRUST partners. Who will they be?

2) **Referral Partner:** _____

Maintain and strengthen your relationships by connecting with at least one referral partner at an event. Connect them with others that you know and introduce them to any of your clients who are also at the event.

3) **Collaboration Partner:** _____

Maintain and strengthen your relationship with any Collaboration Partners who are attending the event. Bring them up to date on any projects that you are working on together and introduce them to potential clients attending the event.

Follow Up Action Plan for Connectors

KNOW LIKE TRUST

EVENT: _____ DATE: _____

A person that I want to build a relationship with that I met at this event is:

Name: _____ email: _____

Phone: _____ Website: _____

NOTES: _____

Preferred type of follow up: email, phone, Facebook, LinkedIN, other _____

Immediate follow up: email sent _____ Handwritten card sent _____

Outcome plan (what is the outcome I am hoping for with this contact?) Potential client, referral partner, Collaboration partner, friendship, other _____

Visited their Website: _____ Visited their blog: _____

Potential People I can connect them with:

Four Square Meet Up? Coffee? Lunch?

Other notes and ideas of ways to connect:

- Articles I can share?
- Resources I can share?
- Leads I can provide?
- Ezine subscription with their permission?
- Comments on their blog or website?
- Mention them in my ezine or blog?
- Other?

Stay in touch plan: Ways to stay in touch and how often?

- Email Google Alerts
- Ezine Forward interesting online info
- Phone Small Group events
- Handwritten Card(s)
- Invite to Trade Show
- Invite to Networking event
- Invite to Sporting Event or other Social event
- Lunch or Happy Hour
- Clip articles and mail