

What is Networking? And why you should do it?

It is the action of building win-win relationships, actively creating referrals, thus receiving referrals in the process.

Benefits: Gain mentors, professional advice, find great vendors/suppliers, hire employees, lead generation, career opportunity, find investors.

Types of networking events:

Business Socials, Association gatherings, Professional Development, Seminars, Conferences, Conventions, Fundraisers, Trade shows, Presentations, Golf Tournaments.

Unconventional places to network for free:

Toastmaster Clubs, Book reading, Art gallery, Open House, Family/Friends gatherings, Reunions, Sporting events, etc.

30 Sec Elevator Speech: _____

Networking Do's:

- ✓ Dress professionally at all times
- ✓ Bring your networking buddy
- ✓ Listen and give people your full attention
- ✓ Make meaningful connections with people
- ✓ If you don't click with someone, thank them for their time and move on
- ✓ Follow up with an email within 24 hours of meeting someone, a "great to meet you" or "thank you" card in the mail, acknowledging something nice about the person with your card
- ✓ Give people your business card after you've spoken with them and like them
- ✓ Within the week, call your new friend and set up a coffee appointment. Be courteous and be helpful to your new contact during the meeting, and see if you may refer them any clients.
- ✓ Keep their business or interest in mind, call them to stay in touch and send them thank you cards when they send you referrals. Another good tip is remembering their birthdays.
- ✓ Actively introduce people to one another.

Networking Don'ts:

- ✗ Be overly aggressive in your sales pitch
- ✗ Turn Cell phone and pager silent/off
- ✗ Attend without Business Cards
- ✗ Dress too casually, with no hair/make up
- ✗ Arrive late to meetings/ events
- ✗ Avoid collecting EVERYONE'S Business Cards



Alice Zhou is a recent winner of Cultural DiverseCity Youth Entrepreneur Business Award. A Special Events producer who is passionate about helping other entrepreneurs succeed. She has been an active networker, and the President of a 4,000 member strong Business Social Club called Social Butterfly Club. The club offers free membership for business professionals in the Lower Mainland and worldwide who are dedicated to learning, growing and creating win win business relationships. The Social Butterfly Club offers Weekly Events Calendar, Member Spotlight, Monthly Newsletter and various VIP Event Invites. The Club's mission is to love, empower and inspire the members through information, resources and connections.



- * **Become influential and get invited to VIP events by becoming a known expert in your field.**
 - ✓ Write articles in local newspapers, online articles, blogs, or e-zines
 - ✓ Volunteer to speak at local Chamber of Commerce on your topic
 - ✓ Start your own newsletter to distribute your expertise
 - ✓ Start a radio show (you can buy airtime)
 - ✓ Check with community TV programming and see if you can get involved as a guest speaker, or a resource that reporters can quote from
 - ✓ Write your own e-book and publish on your website
 - ✓ Volunteer as a mentor in your industry associations
 - ✓ Get involved in the boards of your industry associations
 - ✓ Speak at big fundraisers
 - ✓ Invite others to your own event/seminar
 - ✓ Become an instructor at a local College / University for your profession
- * **Double your client base without lifting a finger.** Do cross promotion with other businesses that are non-competitive to you. Or become sponsors of various local charities, and get tons of publicity that way to targeted audiences on a consistent basis. Find events where your clients attend and sponsor that event.
- * **3 types of referrals:**
 - **Obvious:** You know of two people who can benefit from knowing each other and have needs, so you introduce them (for business, for relationships, whatever)
 - **Regular:** You meet someone new and try to find of someone who could use their service, introduce them to each other via email or telephone.
 - **Advanced:** You know someone wants to lose weight and you actively contact your personal trainer and your overweight friend and suggest the idea to both of them. Or after meeting someone, provide them a list of people who they can conduct joint venture or become power partners with.
- * **How to achieve record revenue with your existing clients:**

Spend 1.5 hours each day calling your customers, new and old contacts, you'd be surprised how much more business you'll receive! If you run out of people to call, try cold calling. Be creative and think of possible joint ventures and new business opportunities that you can create.
- * **Create systems to stay in touch with your contacts regularly:**
 - ✓ www.sendoutcards.com, Greeting Cards on Holidays / Birthday / Anniversary
 - ✓ Weekly update with useful and helpful information (ex: a recipe, a tip, or a joke)
 - ✓ Monthly newsletter (paper or electronic)
 - ✓ www.cardscan.com, Business Card Scan
 - ✓ www.listmessenger.com or www.constantcontact.com for newsletter distribution

Notes:

