

ENERGIZING YOUR NETWORK

by Cynthia H. Stringer



PREPARATION

Grab the attention of your audience and potential clients by providing information that shares with them your unique selling proposition. What can you share in your 30 second introduction that can give them a sense of HOW you can serve them. After they are interested then you can go into more details about the specifics of how you provide on your promise. Take the time to articulate your vision, purpose and values. This will assist in your ability to fine tune what it is you are offering, the types of clients you are looking to attract and your unique offerings.

BE A FRIEND TO HAVE A FRIEND

Make notes of what is important to people in your network. Remember their anniversary, birthdays, special events, children's birthdays, etc. Learn to celebrate other people in your network's successes. Remember the little things such as sending articles that you know a contact might appreciate. Include a short written note that can be as simple or elaborate as you want. Ask them about themselves. Get them talking about what gives them passion and purpose.

Be known to people in your network by assisting with solving their problems. Make introductions that move people forward and assist them in solving a difficult problem. Don't over look anyone. Everyone whom you meet can be a terrific resource and referral source. Count your family, friends and other contacts as well.

VISIBILITY

Not necessarily who you know but who knows you. Become well known in your field. Contribute something back to the field that you find yourself in. Build your credibility in your professional and personal communities by offering something that is of value and contributes to others.

BE A RESOURCE

By giving to another person you create an energy that has tremendous power, both for you and the other person. The key to giving is to come from "being a resource" for others, let others know you are open to understanding their needs and that they can count on you to make connections on their behalf. When you reach out to give to another person you will experience momentum and visibility. With this in mind, call contacts or send them information every few months. Genuinely care about people and be willing to offer them resources, contacts, referrals, etc. When we are known in the community and in our networking circles as resources people feel good about knowing that they can count on us to provide quality items that add value to them and their lives.

CIRCLES OF INFLUENCE

Cultivate a group of contacts from your existing database who have been supportive to you and your business or have potential to be. The shift to

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PREVIOUS

10 people in our immediate circle who can send referrals and clients to you. Think lush and rapid water falls verses streams.

BE ORGANIZED

Create a system for gathering, responding, and following up with your contacts. Think about how the information gathered will be most helpful. Is it by company name, industry, service, or another way? Do such complete work and extraordinary follow through and networking that you even impress yourself.

FOLLOW THROUGH PREPARATION

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THANK EVERYONE

Be generous with your praise and appreciation. Give thanks in the form of letters, gifts, social invitations, or invitations to meetings that your organization might be sponsoring that you know your contacts might appreciate. Let people know what their help meant to you.

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Presented to North Michigan Avenue Business and Professional Women's Network, May 1998.

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