

Thank you for downloading this report!

At Connectworks we are absolute fanatics about business strategy and networking. This article is on preparing your networking toolkit so you network like a master. We encourage you to print this out, take 15-30 minutes to read, reflect, and write your thoughts. Start preparing your toolkit today!

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About the Author



Kathie Nelson, Founder and CEO of Connectworks™, a serial entrepreneur, and born powerhouse in business growth, is a three time author, highly sought after speaker, top tier business strategist, and coach.

Her cut to the chase deliverables have produced her own award winning sales, and national acclaim. In addition to her contributions to emerging companies, many non-profits and large corporations have been the beneficiaries of her visionary leadership style resulting in substantial, measurable growth.

Once told she would never walk again, she defied the odds and overcame the obstacles that promised her life long limitations. Never meeting a limit she liked, in just a few months she found her way to walk again and has never stopped. Kathie brings that same determination to all of her savvy business strategies. Crediting this life changing experience as her catalyst, she soon developed the business formulas, and strategies that persistently equal success for thousands of individuals and organizations nationally.

With concise and visionary accomplishment, her speaking prowess, signature products, and services that far surpasses the current market metrics. Get what every busy professional seeks, more money, more easily through business growth, marketing, networking, and sales.

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READY, SET, GO! NETWORK LIKE A MASTER

Before you start, check your *Networking Toolkit!*

Congratulations! You are in a business or offer a service you feel passionately about! You know the market is ripe and the value your company delivers! You can build a great business through “word of mouth” marketing. You know...*NETWORKING!* You are excited! If it is that easy, you can’t fail!

Network like the ‘masters’ and prepare your toolkit!

- Who are you?** Clearly define your product, service, expertise, and resources you provide
- Who is your ideal customer or contact?** What do they look like? Describe them clearly so you can immediately identify them and tell others who to look for. **BE SPECIFIC!**
- Where do you connect with your ideal customers?** Where do they hang out? What types of organizations do they belong to?
- Who shares your target audience?** Marketing alliances add value for your customers, to your own credibility, and create fabulous natural referral sources.
Bonus Points! *When you begin adding this component to your networking plan you can increase your sales results exponentially.*
- What is the ‘pain’ you relieve, the problem you solve, or the WOW! you offer?** *What’s in it for them!*
- What is your compelling introduction?** *7-9 words if possible!* Who do you serve (I help _____), solve what problem (save money on _____) or get what result (get more bang for their buck with_____).
- What is your 15-30 second follow up** when they ask how you do what you do? Remember, **NOT THE PROCESS OR THE FACTS!** They want to know what is in it for them! Expand on your introduction. (I help individuals who are struggling with_____ or are looking for _____ with by using these services.)
- Get Curious!** What questions can you ask to generate conversation that might identify them as a prospect or resource?

There you go! Have a plan, pack your business cards, brochures, and your pitch and make connections that count! Enthusiasm goes a long way however putting your prospect *first* can pave the way to a “win-win” relationship. If you can get a grip on the key principles of networking, I guarantee: you will get more appointments, your sales will improve, your credibility will increase, and you will be positioned like the professional you are!!

Networking is not about selling! It is about connecting for mutual benefit!

