

## Thank you for downloading this report!

At Connectworks we are absolute fanatics about business and networking strategy that lets you bring your strengths to work and life. This article is on assessing your networking tactics. We encourage you to print this out, take 15-30 minutes to read, reflect, and write your thoughts. Start your plan today!

## Do You Want More?

Sign up for our newsletter at [www.kathienelson.com](http://www.kathienelson.com). Watch for our webinars, workshops, and new products designed to help you get more of what you really want! More profit, more clients and more life!

## 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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## ASSESS YOUR NETWORKING TACTICS

Leverage Your Time & Contacts to Get More of What You Want

**Instructions:** Take a moment to assess yourself, your network, and your time. Identify key areas for refinement.

<b>Check Yourself?</b>	<b>Yes</b>	<b>No</b>
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1. Does your introduction take more than 15 seconds?	<input type="checkbox"/>	<input type="checkbox"/>
2. Do you have a 30-second "follow-up" presentation that is clear and concise?	<input type="checkbox"/>	<input type="checkbox"/>
3. Do others in your network know what you do?	<input type="checkbox"/>	<input type="checkbox"/>
4. Could others in your network introduce you in 15 seconds?	<input type="checkbox"/>	<input type="checkbox"/>
5. Do you know the specific pains and frustrations of your prospects?	<input type="checkbox"/>	<input type="checkbox"/>
6. Do you have a marketing plan or strategy?	<input type="checkbox"/>	<input type="checkbox"/>

<b>Do You Connect?</b>	<b>Yes</b>	<b>No</b>
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7. Do you have clients or prospects that give you the "run around"?	<input type="checkbox"/>	<input type="checkbox"/>
8. Is your time at networking events productive?	<input type="checkbox"/>	<input type="checkbox"/>
9. Do you measure and track your networking progress?	<input type="checkbox"/>	<input type="checkbox"/>
10. Can you describe your target market specifically?	<input type="checkbox"/>	<input type="checkbox"/>

<b>What About Reciprocity?</b>	<b>Yes</b>	<b>No</b>
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11. Do you have active referral sources?	<input type="checkbox"/>	<input type="checkbox"/>
12. Do you regularly refer business to others?	<input type="checkbox"/>	<input type="checkbox"/>
13. Are you a committed member of a business organization?	<input type="checkbox"/>	<input type="checkbox"/>
14. Are you a resource to prospects, clients, and others?	<input type="checkbox"/>	<input type="checkbox"/>

<b>Are You Visible?</b>	<b>Yes</b>	<b>No</b>
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15. Do you feel spread too thin in your networking activities?	<input type="checkbox"/>	<input type="checkbox"/>
16. Are you getting a good ROI from your organizational dues?	<input type="checkbox"/>	<input type="checkbox"/>
17. Do you have collateral materials representative of your expertise?	<input type="checkbox"/>	<input type="checkbox"/>
18. Do you consistently take time for follow-up?	<input type="checkbox"/>	<input type="checkbox"/>
19. Do you have a follow-up system that works for you?	<input type="checkbox"/>	<input type="checkbox"/>





Use your answers to direct your action plan! The principles will provide the secret to greater results, higher profitability, and more ease in business!

<p><b>Principle #1: Get Clear</b> <b>Know Your Business</b></p> <p>My target audience has the following PAIN or Frustration:</p> <p>They are looking for these solutions:</p> <p>They experience the following WOW! Factor after working with me:</p>	<p><b>Principle #2: Get Focused</b> <b>Know Your Target Market</b></p> <p>My ideal client or target audience is:</p> <p>Geographically</p> <p>Demographically</p> <p>Psychographically</p>
<p><b>Principle #3: Get Partners</b> <b>Know Who Shares Your Market</b></p> <p>I am looking to connect with these strategic partners whose service complements or is related to my own creating a WIN-WIN-WIN for all:</p> <p>Ideas for potential relationships:</p>	<p><b>Principle #4: Get Connected</b> <b>Know Where to Be Seen</b></p> <p>My target audience and strategic partners belong to:</p> <p>I will show up prepared with</p> <ul style="list-style-type: none"> <li>A powerful introduction</li> <li>A call to action</li> <li>A follow up plan</li> </ul> <p>Be Visible. Be Credible. Follow Up.</p>

**You can turn your passion to profit with ease when you plan. I guarantee you'll get more done in less time!**  
Otherwise you are just plain BUSY!

Do you have your copy of the 2009 Collection of Experts: **60 Tips to Network Your Way to Anything You Want?** If not, be sure to stop by the website and sign up for our newsletter to receive your complimentary copy today. We have a limited number of these e-booklets we will be giving away.

