Networking

7 Days to Becoming the Ultimate Networker

SCIENCE OF PEOPLE

Our Networking Guide gave you 18 easy networking tips you haven't heard before. Now, how do you put them into action? In this PDF, I created a 7 day sequence so you can become a master networker.

Every day has a theme and five checklist items to complete. Set aside time each day to complete your five items. Print this guide and check off each item off one by one.

You got this!

Day 1: Get Your Why

Your networking "why." Networking isn't just about getting what you want. It's about having deep relationships. Today, we're going to uncover what you really want from your network, and how to get there.

____ Make a list of 10 people in your life with whom you want a stronger relationship. (Include colleagues, interesting people you've met at events, and other acquaintances or VIPs.)

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.

___ Make a list of five people you want to meet. (For example, leaders at work, members of a community you want to be involved in, or influencers in your niche.)

1.
2.
3.
4.
5.

___ Next to each person's name, write down an idea of how you could connect with them. Do you have a mutual contact? Are they on LinkedIn? Do you have a mutual interest or organization? Just brainstorm. We will act on these tomorrow.

___ What's your motto? If you have space to add something intriguing to your name tag, what would it be? Do you have an interesting title or catch-phrase that describes what you do or who you are?

___ Let's get a networking event on the calendar! Register or RSVP for an event where you do not know many people. This can be an event in your industry, or even a Meetup. If you can, try going to one in the next seven days. (Before the end of this course!)

Day 2: Build Confidence

The most challenging part of networking for most of us is the fear of being rejected. Today, we're going to, safely and gently, inoculate you against that fear. This day is all about taking small steps to build your confidence while networking.

___ Try the head tilt in at least one conversation today. This is the universal sign for 'I'm listening.' Doing it can make you more approachable AND help you feel more open-minded and empathetic yourself!

___ Does your business card need a makeover? Take a look at your business card. Does it accurately represent you? Does it make a good first impression if someone

were to pick up your card off their desk? If you need them, there's some ideas right here.

*If you have a corporate card that gives you no wiggle room, consider adding a personal note to the back of the card.

___ If you have a great LinkedIn profile, it makes networking so much easier. Why? You know that if someone Googles you or otherwise looks you up, your profile will speak for itself. Now it's time to spruce it up. Read my full list of LinkedIn tips here, but today let's start with the basics. Make sure all of your profile sections are filled out — from education to skills to career history.

___ Go write recommendations for three of the people on your wish list on Day 1. These are the people you have worked with in the past and would like a stronger relationship with. This is not only a good deed, it also will help warm up cooling connections. Who knows? Maybe you will get a recommendation back!

___ Read my list of conversation starters and pick three you would be willing to try. Remember them for your next event.

Day 3: Be an Authentic Connector

Now we are really moving! The work you have put in so far is going to help you in your networking endeavors. Let's keep flexing your networking muscles.

___ Look at your VIP list you made on Day #1. Can you connect with them on LinkedIn? Can you ask for an introduction? Better yet, if you already are connected, write them a review or like one of their recent posts!

___ Being in a helping mentality is one of the best ways to network authentically. Think of a few ways you can help new people you meet. Do you have an area of expertise? Can you give advice? It might even be as small as making them laugh or asking a great conversation starter.

___ Supercharge your first five minutes. In my book, Captivate, I break down relationships into the first five minutes, the first five days, and the first five hours. If you haven't read the book, (Although it would be amazing if you did!) just think about how you can make a better first impression.

___ Find one inspiring or interesting article and post it to your LinkedIn feed. This can help you be more relevant to your network and have your name pop into their mind.

___ Do you have a mentee? Stepping into a mentorship role can help you be a helper. Do you know someone in your work or in your life who might be able to use your mentorship? Reach out to them and offer to help.

Day 4: Super-Connecting

One of the best ways to get new contacts yourself is to give new contacts to your network. Today, we are going to step up your networking game. The goal here is rekindling relationships ahead of reaching out. Let's get you playing!

___ Go through the 10-person wish list you made on Day 1 and read their profile and recent updates. Get familiar with what they have been up to.

___ Now think about how you can help each person on the list. Here are your options:

- Can you endorse them for a skill?
- Can you introduce them to someone else in your network?
- Introduce people whose needs match another person's strengths.
- Can you write a recommendation for them?
- Can you write a thoughtful response to one of their recent posts?

___ Does the event you are registered for have a guest list? See if you can reach out to any of the RSVPs ahead of time on Twitter or LinkedIn.

___ Join some groups on LinkedIn and do some online networking. Pick one group in your career interests and one group that is a tangential interest. For example, if you are in marketing, join a marketing group and a public speaking group.

Day 5: Practice, Practice, Practice

___ Like and respond to three posts from people you are connected to on LinkedIn.

___ Have you gone to your networking event yet? Make sure you give a great handshake right off the bat. Take five5 minutes to perfect your handshake with this video.

___ Post a relevant article or interesting story in your LinkedIn groups.

___ Reach out to three people on your wish list from Day 1 and see if they would like to get coffee or catch up with a quick phone call.

Day 6: Reach for the Stars

___ Every group on LinkedIn usually has a moderator. You want the moderator to know you! Reach out to them, like their comments, see if they would be willing to hop on a phone call to get to know you.

___ VIPs. Who do you really want to meet? Who would make a difference in your career? Reach out to them!

__ Like and respond to at least three comments in your LinkedIn groups to stay relevant.

___ After each networking event you should reach out to all of your new contacts. Be sure to do one of the following:

- Connect on LinkedIn.
- Send a follow-up email.
- Schedule a coffee for a more in-depth conversation.

Day 7: Building for the Future

You have laid an incredible foundation for your network and networking. Now it's time to set up habits for the future. Today is all about creating some routines for checking in with the network you have built.

___ How many networking events do you want to go to per month? Put a Post-It note up as a reminder and check off a box every time you go to an event. For

example, if you want to go to three events a month, put up a Post-It note with the month and three empty checkboxes. Then, every time you go to an event, check off a box. Fill out a new Post-It each month. If you miss an event, attend an extra one next month.

___ Set a reminder once a month to keep your contacts fresh. Take an afternoon to keep your contacts on LinkedIn warm:

- Like something they posted on their feed.
- Pass on relevant articles that add value and potentially spark a conversation.
- Endorse people for a skill.
- Wish people a happy birthday.
- Inform people about opportunities they may be interested in.
- Write a recommendation for someone.

___ Set a reminder once a week to read your feed on LinkedIn and like recent posts.

___ Set a reminder once a quarter to reach out to your VIPs and give them an update, send a relevant article, offer help, or ask for a catch-up.

___ Need more accountability? Want the advanced tips? These 7 days are just scratching the surface on how to network. Living to your fullest potential isn't just about networking — it's about truly feeling confident and knowing how to tap into the opportunity of every interaction.

Want the Advanced Strategies?

If you are serious about leveling up your success, you might want to check out our next class of People School. People School is the only science-backed soft skills training in the industry. Thousands of other professionals have taken this career changing course.

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