



How to Not Hate Networking

Step 1: Make a list/spreadsheet of people to meet

Be exhaustive in your research. You don't have to contact everyone on the list, but it's good to know who's out there.

Step 2: Send an email to 5-10 people who don't seem intimidating

Use the subject line: "I'd love to connect" (it works great!)
Customize the email template for each individual.

Step 3: Set up a coffee or lunch date

When people respond, set up a coffee date. Don't take it personally if some people leave you hanging. (remember that you've not replied to emails before; life happens)

Step 4: While networking, focus on them

Spend your time together learning about the other person. Don't do all the talking!

Step 5: Know your niche

Stay top of mind, look like an expert, don't be forgettable.

Step 6: Be available

People want to help, but not if you're boundary-less or weird.

Step 7: Follow up

Nurture this relationship and get together again.

Step 8: Refer wisely

Send the people you network with their ideal clients. It's good for everyone.