



## JUMPSTART YOUR LIFESTYLE & NEXT LEVEL COACHING

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# " Secrets to Effective Networking, Consistent Follow Up and How that Will Bring You More Business!"

**Networking is the least expensive, most effective form of marketing that any small business owner can do. Nowadays you can do it online and offline but there are some keys to doing this that are crucial so you're not being too salesy, pushy or annoying AND you're still building great relationships with qualified prospects!**

I know networking is still such an important marketing strategy for any business owner because this is how I built my multi-six-figure business, massive amounts of networking and having a clear follow up plan. Not only did I build my business that way the first 3+ years back in 2002, but I still grow it today using these SAME strategies every single month!

And you can do it too even if you 'hate' networking!

**Here are my Secrets to Effective Networking, Consistent Follow Up and How that Will Bring You More Business!**

The number of people you have in your database is the number of people you have access to market to on a regular basis. So, your #1 goal in your business should be to build your database!

**First, let me explain what I mean by your "database"**. Many might think that I mean your email list, those who have opted in to receive your emails. While that list might not be as big as you'd like, consider...

That is just ONE part of your database in my mind. And yes, please DO NOT email anyone or add anyone to an email list without their approval. (Giving you their business card does not imply approval. You need a verbal, "Yes, add me to your list!")

The other parts of your database are people I would consider “in your circles”. Such as:

- Those who are friends on Facebook or connections on LinkedIn.... you can technically connect, reach out, send a message to and/or market to them.
- Those who are also members of any organizations you belong to like Chambers, Women’s groups, referral groups, support groups, social groups, meetups, Rotary, etc... you can technically reach out to them in a warmer way since you have that group in common and they will typically reply or at least have a conversation with you due to that connection.
- Those who are in Facebook or LinkedIn groups online with you.... you both technically have something in common also, although not as warm as a local/in person group. You definitely don’t want to be salesy on approach with these people as it could put you in danger of being reported by the group Admin or the platform itself. But honest, innocent reach outs and comments to build relationships are acceptable.
- And let’s not forget other people in your world/environment/life such as hairstylists, neighbors, family, friends, and your dentist! My dentist and I are going to be doing a joint mixer together in July for example!

**Then once you build your database (or start to, you’re never done with this), you want to set up a consistent, frequent system for marketing, nurturing and following up with them.**

If you're not networking (online and in person in some way), you're missing out on a ton of sales by the way, I would not just do one OR the other. I would do some of both!

## **Here is a quick 5 STEP Networking and Follow Up Guide just for you:**

1. **Identify your ideal client.** Get super clear and know everything about them; their likes, dislikes, needs, desires, challenges, goals, age range, thoughts, location, and more.
2. **Where can you find them?** Once you’ve clearly defined your ideal client, then stop and think: Where are they hanging out? What do they read or listen to? What do they do for fun? What groups might THEY be in? Are they in the groups and organizations you are in, or do you need to check out others? Look at:
  - a. Women's or business organizations
  - b. Chambers of commerce

- c. Industry association meetings
- d. Memberships you belong to
- e. Local or national conferences, festivals and workshops
- f. Online social media platforms, meetups and forums
- g. Referral groups
- h. Online summits, virtual events

### **3. How to best prepare yourself for networking:**

- a. Research events and block them on your calendar every month (make sure you're consistent and go back often to ones that are good)
- b. Practice your 10-30-60 second commercial and be ready to share it always. Be prepared to change it up a little depending on the audience and remember to stick in a call to action to make them DO SOMETHING.
- c. Bring marketing materials, always have them in your car and on hand so you never run out – INCLUDING A WAY TO SIGN A CLIENT UP ON THE SPOT! (have order forms, flyers, postcards, business cards, a floor banner!)
- d. Arrive on time and allow enough time after for continued networking - don't rush your stay, maximize your time
- e. Be prepared to give to others, ask questions of others and not just talk about yourself. Think of how you can help people or connect them with someone THEY need to meet with everyone you speak with.

### **4. What to do DURING events to maximize your time.**

#### **a. For In Person events:**

- i. Go with a goal or two. How many people you want to meet? Number of prospects? Number of referral sources? Find one or two speaking opportunities?
- ii. Be ready for SHORT answers to questions about you and then turn the conversation around to THEM. Ask lots of questions and get curious about others.
- iii. Collect business cards and contact info from everyone you speak with. Use a pen to take notes on their card right on the spot with key things to remember them by, or things you might be able to send them in follow up or people to connect them with later.
- iv. Ask for the verbal opt in if it comes up. If they are interested in learning more about what you do/offer, then simply say: "If you want to give me your card, I will follow up with you about X" or "...Send you my free X" and/or "... And I'll also add you to my email list, is that ok?"
- v. Never "lead" with a card when you enter a room, "leave" the card or wait

until someone asks you for your card. Don't presume everyone wants your card. If they don't want it, they won't do anything with it anyways so why waste it on them? Instead get theirs.

- vi. Offer to donate raffle prizes to events – donate your own books/consults, etc. or put together fun gift baskets with stuff people want (like wine and food) plus some of your stuff. (Don't offer a certain dollar amount or discount off your product or service, it's not a gift then, it's only a discount.)
  - vii. Be ready to “go deep” with someone who self-identifies themselves as someone who may want a next step with you. Ask the harder questions, get to their biggest challenges/concerns, and you can ask them to sign up or take a next step with you “on the spot”! Why not? If they're ready, then you must have a way to take payment today. Have it on your phone where they can sign up, text a link to their phone when you're there so they can sign up, whip out a paper order form they can fill out. Be prepared to take a sale as you never know when you will be able to!
  - viii. Schedule follow up calls to continue the conversation. If someone is really interesting, don't talk with them the whole event or even longer than 10 min. Get out your phone and schedule a meeting on zoom or in person and then move on and talk with more people!
  - ix. Try to sit with people you DON'T know, not with the ones you do UNLESS the ones you do are warm prospects and you might be able to build deeper relationships with them since you're there. Meet more people!
- b. **For Virtual Events** where networking in the chat and/or verbally on video is accepted (if you can't do these things then it's NOT a networking event, it's another kind of event).
- i. Get there on time so you don't miss doing introductions for yourself and/or of others. You need to hear what others do and feel their energy to be able to determine if you might want to schedule a call for further connection and/or if they might be a potential prospect.
  - ii. Have your chat room “blurbs” ready! Always have a Word document or some other doc open where you have pre-written all the blurbs you will need to copy and paste into the chat. Prewrite all sorts of blurbs, a few different types of introductions, some shorter, some longer. Some with more description of what you do, some maybe bullets. Always include link to your website, free gift page, free call page and perhaps social media profile links. Other blurbs could be:

1. Promotion of upcoming webinar or event you're hosting, description of a freebie with URL, discount for product or program, invite, etc.
  2. Private invite to a 1on1 call with your calendar link. Phrase it non salesy, like: "I like your energy, we might have some synergy, want to do a follow up call? Here's my calendar if so! 'link'"
  - iii. Pay attention to what others are saying and what they do, who you want to connect with. Use the 1on1 invite to your calendar blurb to private message them in the chat. Send that to 3-7 people or so per event, maybe more depending on how much time you have.
  - iv. Copy and paste people's info that you WANT to connect with into a separate Word doc you have open so you don't have to sift through the chat after the call is over. Do this while ON the call to save time!
  - v. Send social friend/connection requests and private messages to those who you want to connect with more DURING the call. Start a dialogue over there to continue when they reply.
  - vi. Take a screenshot of the room with all the people's names on screen while in there so you can look back at it if you need to later to remember who you wanted to follow up with.
- 5. What to do AFTER events to maximize your time.** Develop an easy follow up system you can follow each week or delegate it to an assistant, so it gets done! Use email, direct mail, and phone for sure, plus, connecting with private messages on social media sites too.
- a. Follow up on every lead no matter what within 48 hours by phone, mail, social or email – preferably ALL of the above. Most will need MORE than one reach out on each of these, you will need multiple messages, calls, emails and even mail to get the majority of people to pay attention. Sometimes the hot or warmer ones will come through right away. The colder or less warm leads that could be interested at some point will let themselves be nurtured by you for a while and will be watching you so don't fall down on the job of keeping in touch!
  - b. If they didn't agree to get on your email list from the event, then send them invites to get free stuff over on your website if they're interested so they can opt in on their own!
  - c. The goal is to get them on your email list, then to a next step like a phone call.

**So, what do you think? Is networking difficult for you? Did you realize there are things to do before, during AND after a networking event - both in person or virtual?**

Do you want to figure out how to really maximize your networking and thus the follow up that goes afterwards in order to really build your business and make more money?

**If so, I INVITE YOU to go check out my Jumpstart Your Networking Training.**

It's a series of 3 video trainings with guidance on what and how to say things in person and virtually to stand out, get more people to pay attention and to make them want what you've got.

It also includes, print flyer samples, virtual blurb templates, more instructions and information on how to maximize your time whether you're an attendee at an event, a vendor or a speaker. Get access today for only \$97 at

[www.JumpstartYourBizNow.com/jsynetworking](http://www.JumpstartYourBizNow.com/jsynetworking).



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## About the Author

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Katrina Sawa is known as The JumpStart Your Biz Coach because she literally kicks her clients and their businesses into high gear. She works with highly motivated women entrepreneurs that want to maximize their business to make more money, enjoy more free time and fully embrace your happiest life ever.

Katrina uses online and offline strategies to leverage your resources, contacts and your expertise; plus she kicks you in the butt to implement it all too! Katrina is an author, speaker and coach and she has been featured on the Oprah and Friends XMRadioNetwork, TheCW and ABC. Get more free trainings like this online at [www.JumpStartYourBizNow.com/freetrainings](http://www.JumpStartYourBizNow.com/freetrainings)!

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