



Checklist For A Productive Month Of Networking



Networking is vital to success. This is true of any business or profession and it is true of any position from the corporate CEO type on down to the rank-in-file peon. Whoever you are, your eventual success is dependent upon not just whom you know but also how you interact with them.

As keenly aware of this fact as you may be, on a daily basis it is far too easy to cast aside your networking responsibilities for things that most would deem productive in the short run. Over the course of a single day, missing a little networking activity is not critical. The problem is that days become weeks, and weeks become months and months become years. Before you know it, you have an incredible networking deficit – one from which you may never fully recover.

To overcome this dilemma, use this checklist to help you commit to doing the things that will ensure you develop and maintain a productive network.

MONTHLY: .. FOR THE MONTH OF _____ AT A MINIMUM DO ONE OF THE FOLLOWING:

THOUGHT-LEADERSHIP: Find an opportunity to give a speech or make a presentation to a business, group or organization related to your professional expertise, but not necessarily a full-blown sales presentation. Not only does this enhance your image in the business community, it exposes you to those who hear what you have to say.

VOLUNTEER: Devote time to meaningful involvement in a volunteer opportunity with a charitable, community or business organization. Not only does this expand the scope and quality of your experience (which enhances your value amongst your network), but it puts you in position to work shoulder to shoulder with an expanded circle of business and professional types.

CIRCULATE YOURSELF: Attend (or host) an event, after hours or open house. This will serve to cast you out amongst lots of other people interested in expanding the scope and quality of their network.

WEEKLY: EACH AND EVERY WEEK COMMIT TO DOING ANY OF THE FOLLOWING:

.. WEEK 1

.. WEEK 2

.. WEEK 3

.. WEEK 4

GAIN EXPOSURE: Publish a short newsletter, contribute to online discussion via social media or post an article or other value added material on a blog. Any of these serve to generate greater exposure for you as well as enhance your personal and professional brand.

EXHIBIT ALTRUISM: Give a referral to someone, share specific (but valuable) information with another or make an introduction of two people. These (often small) acts indelibly cast you as someone others need to associate with.

BECOME INVOLVEMENT: Participate in a periodic meeting of a structured organization. Involvement with an organization (Rotary, Chamber, or AmSpirit Business Connections) raises your professional exposure and demonstrates your personal commitment to the community.

DAILY: AT LEAST 20 TIMES EACH MONTH, ENSURE THAT YOU UNDERTAKE ONE OF THE FOLLOWING:

1	2	3	4	5
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1	2	3	4	5
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1	2	3	4	5
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1	2	3	4	5
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DEVELOP YOURSELF: Catch up on the news, read something that will develop you personally or study something related to your chosen profession or polish your skills related to your chosen endeavor. Undertaking some personal and professional development serves to allow you to add more value to those around you.

BE KINDHEARTED: Focus on being that good person ... friendly and kind ... complimentary and encouraging ... empathetic and supportive. This will endear you to others.

MAKE CONTACT: Devote time to interacting with others via a friendly phone conversation, a casual lunch or just an extended e-mail exchange. These innocent interactions build relationships, which are the building blocks of any productive network.