



Network With Confidence

CHECKLIST

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Networking is a great way to grow your business, however only if done correctly.

Do you know the correct etiquette when it comes to connecting with someone for the very first time?

If you don't, your approach might sour a relationship with someone who may have become your biggest advocate.

Here are some suggested icebreakers (i.e. questions) you can use the next time you meet someone for the very first time, so you can start to build a relationship first.

ICEBREAKERS:

- “Tell me about your business and the work you do?”
- “I've been hearing about some of the changes in your industry. Is your business being impacted because of these changes?”
- “What are some of the projects you're working on at the moment?”
- “I have a large network. Who is your ideal client so I keep your name handy as a reference should one of my network contacts be looking for someone with your expertise?”

All of these icebreakers put the other person in the limelight and is focused on them and their needs. [By the way, these are some of the questions I've been asked at networking events and was happy to respond to them].

Learning more about a person, their business, and their needs is priceless as you could become an incredible resource for them, as well as someone they get to know, like and trust.

And, guess what?

People are more likely to refer and/or work with people they know, like and trust.



Whether you're introducing yourself to a group of people or just one person at a networking event, nerves can get the better of you, with the first impression you leave, unfortunately being less than memorable or compelling.

There are three things you should have prepared and ready to go before you attend your next networking event so you can confidently share more about you and the work you do, when asked.

ONE: YOUR INTRODUCTION:

This includes:

- Who you are;
- What you do; and
- The solution you offer to help your ideal client go from stuck to unstoppable.

For example, here's my introduction:

"Hi, I'm Annemarie Cross. I help purpose-driven entrepreneurs (who struggle with their marketing, getting new clients & who feel undervalued & underpaid) create meaningful marketing messages that attracts new clients who pay them what they're worth so they can double (or triple) their results AND finally build the business & life of their dreams.

Remember, to make an impact, your introduction should be focused on the needs of your client and how you can help them.

What's in it for them?



TWO: YOUR INFORMATION

After you've piqued people's curiosity, it'll often prompt the phrase: "Tell me more..."

What you say next can either open the door to an opportunity, or not.

Be prepared to share:

- More information about your work,
- how you can help people, followed by
- a success story of a former client you've worked with to confirm your promise of value.

The information you share should continue to seed and showcase the success and results you offer to continue building interest in your work.

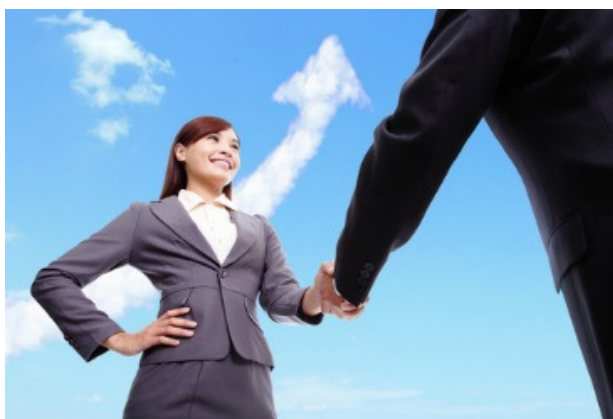
THREE: YOUR INVITATION

Networking is all about building relationships.

Your invitation should be a call to action that will enable you to continue building a relationship with your new contact outside of the networking event.

Once someone has shown an interest in learning more about you, your invitation can include:

- Meeting for coffee and finding out more about each other to see whether opportunities for future business together;
- Giving them access to some of your resources (i.e. articles, podcasts, your Irresistible Signature Giveaway, etc.) so they can learn more about your work;
- A follow up phone call to discuss potential joint ventures;
- And the list goes on.
- Plan your invitation and be ready to suggest this if the opportunity arises and you'll soon see your network, your relationships, AND your opportunities expand.



Just like there are ways to build your relationships with people you are meeting for the very first time at a networking event – there are ways you can tarnish the relationship.

Let's look at seven deal breakers you'll want avoid, which unfortunately many people still do. Make sure you're not one of them.

These are deal breakers.

DEALBREAKERS:

- Talking ONLY about you, you, and guess who? You.
- Interrupting and bringing the conversation back to your products and services each chance you get.
- Doing all the talking and not letting the other person get a word in.
- Going in for the sale, despite the other person not mentioning a need or interest in purchasing your products/services.
- Not listening to what other people have to say.

And these are deal breakers too:

- Taking people's business cards, subscribing them to your newsletter or email database, and emailing them without their consent. [Note: this is not only a deal breaker, it is illegal].

- Speaking to people at a networking event and then: Sending them a bulk email with all of the email addresses able to be viewed by everyone you emailed; AND
- Focusing the entire LONG email all about yourself, your products/services, and how people can book you. [Yes, this is what someone sent me after a rushed introduction. She was obviously trying to get around to as many people in the room to collect their business cards].

If any of these things happened to you at the next networking event you attended – would you be likely to recommend or become a client of the person who did these things?

Highly unlikely.

Don't be tempted to use any of the tactics yourself as you will only be jeopardising an association with someone who could have become a huge advocate for your business had you taken time to nurture the relationship.

Think relationship first and foremost.

When you do, **business will follow.**

About: Annemarie Cross

Listed in the Top 50 Podcast for Entrepreneurs – 2012 Report and the Top 100 Small Business Podcasts worldwide for 2013 by Small Business Trends, Annemarie Cross continues to share her business growth and leadership tips and strategies with entrepreneurs - globally.

Annemarie currently hosts the show: www.WomenInLeadershipPodcast.com

Combining her love of technology and social media, Annemarie has built a business, client base and support team that is truly GLOBAL by harnessing the power of social media and cutting-edge online technologies, and now empowers other women business owners to do the same.



As one of the world's leading Business Mentors and Communication Specialists – Annemarie works closely with business owners who struggle with their marketing, getting new clients & who feel undervalued & underpaid, by helping them create meaningful (and powerful) marketing messages that attracts new clients who pay them what they're worth so they can double (or triple) their results AND finally build the business & life of their dreams.

Her ever-expanding online success has attracted the attention of numerous organizers of telesummits and online conferences offering her opportunities to present as a guest expert speaking on: How to Get Noticed, Booked and Paid What You're Worth; Money Mindset Makeover: Heal Your Relationship With Money; and How to Boost Your Visibility (and Income) Using Social Media & Podcasting.

Reputed for her dynamic, inspiring and engaging presentations, Annemarie has also become a highly sought-after speaker and presenter both nationally and internationally, and has shared her empowering message on the speaking platform alongside other high-profile 6- and multi 7-figure women in business.

As an International Award-winning podcast host and the CEO/Founder of media corporation - the Ambitious Podcast Network - Annemarie is regularly sought after by print, online, podcasting and radio media representatives to share her expertise with a national and international audience.



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