



Dr. B's Networking Checklist

GETTING READY FOR YOUR NEXT OUTING

Get it ready your elevator pitch:

- Name
- What do you do?
- Challenge/Strategy?
- Solution
- Benefits to Prospect
- Why you?
- Invite to engage with you

2) Have you researched the speakers & attendees on LinkedIn? Profile, Groups, Articles, #hashtags, tagged on posts, podcasts. You will be informed of who's in attendance day of event.

3) Have you spent 5-10 minutes on their website and social media handles? Reviewed news, blogs, and case studies?

Always Be Helping

4) Don't sell; build a relationship. Use the FORMEA (Family Occupation Recreation Motivation Education and Achievement) model from my book, *Networking Your Way to Success*.

5) How can you solve their problem? Who else can you introduce them to? Prospect? Strategic Partner? COI?

6) Have a plan when at your networking event. Connect with potential clients or referral partners. Work the room. Don't spend no more than 3-5 minutes talking to someone. Again, work the room!!

7) Connect with them on LinkedIn. Also, enter their name in your CRM database. With permission, enter their email address into your email list.

8) Create follow up tasks and set up one-on-one meetings with everyone who can be a potential client or referral source. Maintain track of your success with appointments set and the outcomes of those appointments.

Happy Networking!!

Have challenges with finding the right people to connect with for your employer or business?

Let's schedule a one-on-one meeting:

<https://calendly.com/drjairoborja/15min?month=2021-06&back=1>

Here at Borja Consulting Group we pride in continuously improving. Please complete our survey here:

<https://forms.gle/E517sj8SwG9RarSM8>