

Networking Guides

Practical playbooks pulled straight from our Networking Like a Pro series — built to use, not just read. Fill these in by hand or in your notes app.

GUIDE 1

Your 60-second intro

Fill each piece, then read it aloud as one smooth paragraph.

Your name + business

Who you help

The problem you solve

A recent win (optional)

Your specific ask — who you want to meet

THE FORMULA

"Hi, I'm **[name]** with **[business]**. I help **[who you help]** who are dealing with **[the problem]**. Recently, **[your win]**. A great referral for me is **[your specific ask]**. Again, I'm **[name]** with **[business]**."

GUIDE 2

1:1 GAINS exchange

Fill in your side before a one-to-one, then trade. Each person ends by naming ONE way to help the other this month.

G — Goals (business + personal)

A — Accomplishments you're proud of

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I — Interests outside work

N — Networks, groups, and orgs you're in

S — Skills + a perfect referral for you

GUIDE 3

Event prep & follow-up checklist

BEFORE

- ☐ Set one clear goal (e.g., 3 real conversations).
- ☐ Polish your 60-second intro and specific ask.
- ☐ Have a recent win ready to mention.
- ☐ Digital business card / cards ready.
- ☐ Review the attendee list if you have one.

DURING

- ☐ Arrive early — the edges are where real talk happens.
- ☐ Lead with curiosity; ask more than you pitch.
- ☐ Give first — an intro or resource on the spot.
- ☐ Jot a note on each person right after you talk.
- ☐ Agree on one next step with anyone promising.

AFTER (WITHIN 48 HOURS)

- ☐ Send a personal follow-up referencing what you discussed.
- ☐ Deliver anything you promised.
- ☐ Connect on LinkedIn with a one-line note.
- ☐ Add new contacts to your list or CRM.
- ☐ Book 1:1s with your best two or three fits.

GUIDE 4

Contact sphere mapping

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Your contact sphere = professions that serve the SAME client you do, without competing. Referrals flow both ways.

My ideal client (one line)

Who else already serves this exact client? List six, then ask your two strongest for a 1:1 this month.

GUIDE 5

Memory hook builder

Trade your job title for a line people can repeat. Draft three, test them, keep the one that paints a picture.

THREE FORMULAS TO FILL IN

1. "I keep **[the problem]** from happening to **[who you help]**."
2. "I help **[who you help]** **[the good outcome]**."
3. "You know how **[who you help]** struggle with **[the problem]**? I fix that."

My three hook drafts

The winner (under 10 words, paints a picture)

The honest version

These tools don't work in a drawer. The intro you never say, the 1:1 you never book, the follow-up you never send — none of it counts. Pick one guide, use it this week, and let the reps make it natural.