

Networking with Purpose

The Blueprint for Effective 1-to-1 Meetings and Business Outcomes

Phase 1: Asking for a Meeting

- Focus on the why.
- What can you give to this potential referral partner? Where do you drive value to them, their clients, network?

Phase 2: Hosting the Meeting

- Focus on your referral partner and how you can help them.
- Limit time (no more than 30 minutes).
- What is your “give back” to them after the call?

Phase 3: Following Up & Organizing Your Contacts

- Acquaintances: Know you are but not actively supporting you. *(Add to newsletter with their permission).*
- Advocates: Know you and, when asked, will introduce you, but not proactively. *(Add to newsletter + email industry highlights).*
- Ambassadors: Know you and actively listen for opportunities to introduce you to potential clients or influencers. *(Add to newsletter + email industry highlights + scheduled moments to stay in touch through regular meetings).*

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