

Purpose Fuelled Networking



**How to Attract, Cultivate & Nurture
Professional Relationships That Help
You Achieve Your Goals On Purpose**

...without wasting unnecessary time or money!

Tim Dodd

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Introduction

Most successful business owners will tell you that there are three critical assets in their business:

1. Their customers
2. Their product or services
3. Their business relationships



All of these take hard work to develop, but the third one (business relationships) is one that often gets neglected. Relationships are difficult to build at the best of times. But, when you're busy with all the other "stuff" of life, they're often the part that gets neglected – whether they're personal or business relationships.

In this course, we're going to go through the essentials of building relationships through a focused process of networking with others. We call it "Purpose Fuelled Networking", because you're going to **approach the process with a specific result in mind.**

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Here's what you're going to come away with after reading this book:

- A defined purpose for your networking
- An evaluation of your skill set
- 3 versions of your "story" to use when networking
- A list of target networking prospects
- A sample script to use during your networking conversations
- A template for following-up after meeting new people
- A game plan for moving forward
- Specific metrics for evaluating your results

You'll also learn tips for keeping yourself motivated and in the right mindset for networking.

Keep your Course Workbook handy to take notes and complete the activities at the end of each chapter, along with the other tools accompanying this course.

Now, put all your networking fears and procrastination aside and invest a little of your time cultivating one of the most important keys to your success.

What Is Purpose Fuelled Networking?

Purpose Fuelled Networking is a life skill and lifestyle habit. It involves going out in a systematic way and meeting new people in order to build a list of contacts. With Purpose Fuelled Networking, you're meeting people with a clear goal in mind. However, it's not an activity you do only when you want something. It's an ongoing process that creates long-term, mutually beneficial relationships.

Beyond Business Networking

When most people think of networking, they think of networking for business. But Purpose Fuelled Networking can be used for much more than just business. You can use it to learn what's new and hot in your industry. By connecting with other people, you can learn new skills and information that helps your business. If you're a creative person, there's a great deal you can learn from others in your field. Non-profits can use Purpose Fuelled Networking to spread awareness or seek funding, or to make changes in a communities or society at large.

Many people use networking to achieve personal goals or simply to make new friends. Whatever passion you have in life can be augmented through building a network of like-minded people. With a network, you can accomplish more of whatever it is you do in life.

The Basics of Purpose Fuelled Networking

Purpose Fuelled Networking is based on two fundamental concepts – abundance and reciprocity. Abundance means that there is plenty of everything to go around. When you have a good contact or a helpful skill, you don't keep it to yourself. You hook other people up, they hook

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you up, and there's no sense of competition.

Reciprocity is a fancy word for a simple concept – when you do something good for others, it comes back to you many times over. You help others with no expectations or obligations and their natural response is to help you back. This is the real “power” behind Purpose Fuelled Networking.

You Are a Resource

The foundation of Purpose Fuelled Networking is the idea that you are a resource for others. Of course, you expect some benefits from building your network, but this shouldn't be your sole focus. Instead, you are a resource that others in your network can use. When you pay it forward in this way, helping others solve their problems with your knowledge and expertise, they'll be more inclined to help you.

Getting to Know You

Long before you expect anything out of the people you meet, you simply need to get to know them. There is no short-term gain in Purpose Fuelled Networking. Everything is done for the long-term benefits. First, you build trust, rapport, and good communication with the contacts you meet. It takes time to earn this trust and build this rapport, so you don't start asking for favours immediately.

Six Degrees of Separation

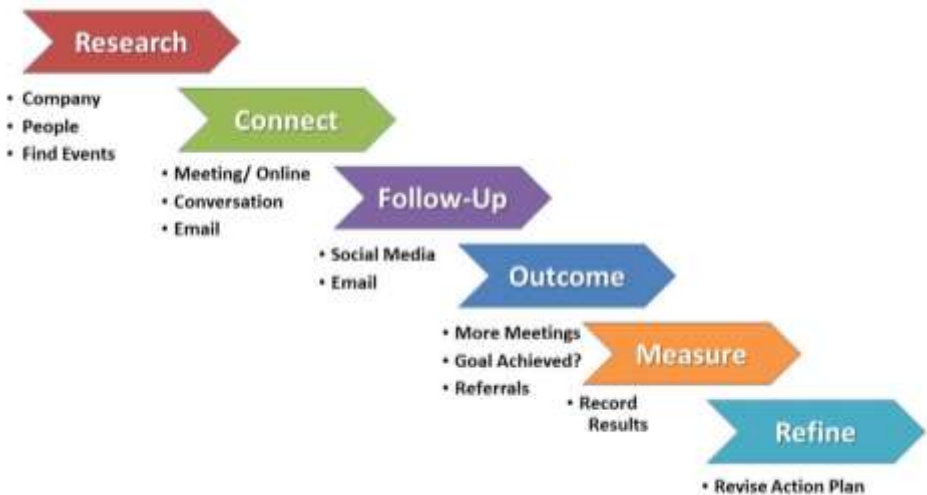
A major benefit of networking is referrals. This means connecting people within your network who have the skills or knowledge that others need. It's one of the best things you can do for another person. Likewise, people in your network will introduce you to other people you can help or who can help you. In this way, a network grows exponentially.

Becoming a Great Networker

Good networkers aren't born. They're created. Networking is a skill you learn and practice just like playing the piano or touch-typing. One of the great myths about networking is that it's something you have to be a natural at. Even a total introvert can become a great networker.

The Purpose Fuelled Networking Process

The following graphic shows an overview of The Purpose Fuelled Networking Process:



As you can see, we've broken the process down into 6 stages...

1. **Research** – This is where you do your groundwork in finding the people with whom you want to network. You're going to be looking for people who can help you meet your goals.
2. **Connect** – We'll be discussing a variety of ways you can connect with the people you identified in your research.
3. **Follow-Up** – Following up is a critical part of networking and we'll talk about the best ways to do that to build your relationships.

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4. **Outcome** – At this point, you look at the results of your follow-up to decide on next steps.
5. **Measure** – You'll need to frequently measure the results of your networking to see if you're achieving your goals
6. **Refine** – As with any planning, you should regularly refine your action plans after checking in on results.

However, before you jump into any type of research, there are a number of steps you need to go through. Let's get started.

The Key to Purpose Fuelled Networking – Know Your Purpose

In order for your networking to be truly powerful, you need to have a clear purpose in mind. Maybe you're just building a list of contacts so that when you need something, you can tap into this list. You may also choose to augment your list when you have a new goal that requires new contacts. But with a specific purpose in mind, you'll have a more focused network and see much better results.

What's Your Passion?

Start by identifying your passion. This passion is the driving force behind your networking. If it's a strong passion, your enthusiasm and positivity will draw others to you and provide the inner motivation you need to keep going out there and meeting people.

If there isn't one passion that comes to mind immediately, try making a list of things you're passionate about or interested in. What are the things you're thinking about in your free time? What are the goals that keep you awake at night? Make a list and then ask yourself, 'If I had to choose only one, which would it be?'

It's entirely possible to network for multiple passions. You can build a powerful network that connects them all. But for most, it's good to focus on just one passion or goal at a time.

Turning Passions into Goals

Write down a few goals related to your passion. If you're passionate about your music, your goal may be to play a live show once a month. If you have an online business, a good goal might be to identify potential partners who can help you build that business. If it's fitness you're

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passionate about, your goal may be to organize a weekly group hike.

Narrow your list of goals down to the one that's the most central in your mind right now. It could be one that's time sensitive, such as getting a new job, or one that will make the biggest difference in your life right now. Your goals will change over time. As goals are reached, you will create new ones and your network will help you achieve many.

Goals That Work

The best goals are those that are specific and measurable. A measurable goal is one that you can accurately tell if you've reached or not. In the above music example, the goal was 'to play a live show once a month,' not 'to play live more often.' The reason the first example is better is that 'more often' is not measurable. How do you know if you're playing often? By deciding on once a month, you have a way to clearly see whether you're reaching your goal or not.

The same goes for goals that are too vague. If you said, 'to get into better shape' instead of 'to organize a weekly group hike,' there is no way to know whether the goal has been reached. Only highly specific and concisely-worded goals are reachable.

Using Your Goals to Network

While you're meeting people and gathering contacts, it's important to have your goal in the back of your mind, even if you're not making it the focus of your conversations. Your passion and goal will lead you to the kinds of networking functions and contacts that you need. Once you've made contacts and developed a rapport with them, you can look for ways that you can help each other.

Brainstorming Activity:

1. Think about your passions and narrow them down to the one that is most important to you.
2. Think about the goals you want to achieve in that area and narrow them down to the one you're going to start working towards right now.

Evaluating Your Skills for Purpose Fuelled Networking

Before you attend your first networking function, you need to realistically evaluate the skills you have and the skills you need. Through this evaluation, you can create a roadmap that will help guide your networking efforts. You also need to think about your own networking skills and the skills you need to acquire in order to attain your goals.

The Skills You Have to Offer

The central idea behind Purpose Fuelled Networking is that you pay it forward by offering to help others. First, you need to consider your skill set and what you can offer to those you meet. What are the unique abilities that you can provide?

It's often hard to recognize these skills by yourself. Few people have an objective understanding of their natural strengths and unique skills. It's much easier to seek the opinions of others. How do you help others in your work or daily life? How have you helped others in the past? What have been your most outstanding achievements? These will reveal to you your true strengths.

The Skills You Need

Start with the goals you hope to achieve and determine which skills you need in order to achieve them. It's not so important to worry about these skills at the outset since you're going to focus first on helping others, but if you have these skills defined and in mind, you can seek the connections you need.

Your Networking Skills

There is a whole range of people skills needed in order to network effectively. It helps if you're direct, honest, gregarious, and if you have the ability to find a connection with virtually anyone. These are the skills that help you meet others and build relationships.

Good Networking Skills Include:

The Ability To Approach Others

- Get comfortable striking up a conversation with strangers

Non-verbal Communication

- Use posture & facial expressions to match what you're saying

Conversation Skills

- Know when to interject, balance between talking & listening.

Listening

- Pay attention and find commonalities.

Self-Confidence

- Communicate to others your expertise, knowledge & skills.

Positivity

- Show a big smile and plenty of enthusiasm to inspire others.

- **The ability to approach others** - How hard is it for you to strike up a conversation with strangers or introduce yourself?
- **Non-verbal communication** – This includes eye contact and a firm handshake. How well do your posture and facial expressions match what you're saying verbally?

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- **Conversation skills** – Knowing when to interject, maintaining a balance between talking and listening, and keeping the conversation going.
- **Listening** – Listening is probably the most important skill in Purpose Fuelled Networking. You need to pay attention to what others are saying in order to find commonalities.
- **Self-confidence** – You need to be able to communicate to others your expertise, knowledge, skills, and other benefits you offer them.
- **Positivity** – A big smile, plenty of enthusiasm and a positive feeling that inspires others.

Skills to Get You to Your Goals

There is another skill set that you should think about as you network – the skills you need to achieve your goals. Rather than offering up their skills to help you, your contacts may help you develop your own skills. Through interacting with them, you may realize new skills or improve current skills you need to reach your goals.

For example, if you're networking in order to get a better job, you also need to acquire the skills needed to land that job. You may encounter a hiring manager and add him to your network, and he may teach you which skills you need to work on in order to get hired. If you're networking to gain new customers, you may realize you need to work on your rapport-building skills.

Know Thyself

The point of evaluating these skills is to understand your own strengths and weaknesses. You should play to your natural strengths. If you're good at finding commonalities with others, use the short time after you

first meet someone to find connections. If you're good at approaching strangers, make it a point to approach as many as possible at networking opportunities.

It's even more important to understand your areas of weakness. You can work on these areas and improve them over time.

Brainstorming Activity:

Make 4 lists:

1. The skills you have to offer
2. The skills you're seeking from others
3. Your natural strengths
4. The weaknesses you need to work on

Getting Your Story Straight – Craft a Story for Successful Networking

How you present yourself to others is vitally important in Purpose Fuelled Networking. A major part of this is your 'story.' This is the story you tell about yourself when you meet new people and it contains everything you need them to know about you. What you're doing is condensing the usual 'get to know you' conversation so that it's quick and easy for other people to understand in a short time.

Who Are You? – Identifying Your Role

Start by deciding how you want to appear to others. When people first meet you, who do you want them to see you as? This is the basis of your story. Examples would be a young online entrepreneur with a passion for marketing; a friendly mom on the fast track to better fitness; a passionate crusader for the environment, and so on.

A good way to decide this is to refer to the stated goal of your networking. What is your passion and what is the end result you want to get out of building your network?

The Elevator Speech

Your short story is a kind of elevator speech. An elevator speech is an introduction that lasts about 30 seconds, or as long as it takes to ride an elevator to your floor. This is a mini-version of your story. It tells a new person your knowledge, skills, accomplishments, and personal value in a very brief time. You provide just enough information to get the person interested in learning more about you.

You'll probably have much longer than 30 seconds to communicate your story to others. If not, you should probably find other networking

opportunities that aren't so rushed! But condensing your story into 30 seconds helps you to identify the parts that are most important. If you have only half a minute to introduce yourself, what would you say?

Keep in mind that an elevator story isn't all you need. This is just the introduction. You'll need a fuller, more detailed version of your story to tell people as you get deeper into conversation. You also need questions to ask to get to know the other person.

The Elements of a Good Story

Elevator speeches are often used by people who want to make a quick sale, or by job seekers who are trying to appeal to recruiters. For the purposes of networking, your elevator speech should communicate your passion and the value that you have to offer others. It also shouldn't be negative or potentially alienating to those you meet.

You should model your own story after the traditional elevator speech, but there's one major difference. Your story should be authentic and personal. You're not a salesperson trying to make a quick sale. You're trying to establish a deep personal relationship and long-term connection. Your story should be honest and show who you truly are.

Ideally, your story should lead to a back and forth conversation. It should end with you passing the other person your business card and an opportunity to follow up with them.

Different Stories for Different Situations

After drafting your initial story, create several variations for different situations. You may create alternate versions for different types of people you meet or different goals that you have in your networking. As you network, you'll also learn how to improvise somewhat and alter your story to match the situation.

Brainstorming Activity:

1. Draft three possible stories that fit your goal.
2. Try out all three and practice with friends as well as at real networking opportunities and then select the one that feels the most natural to you.

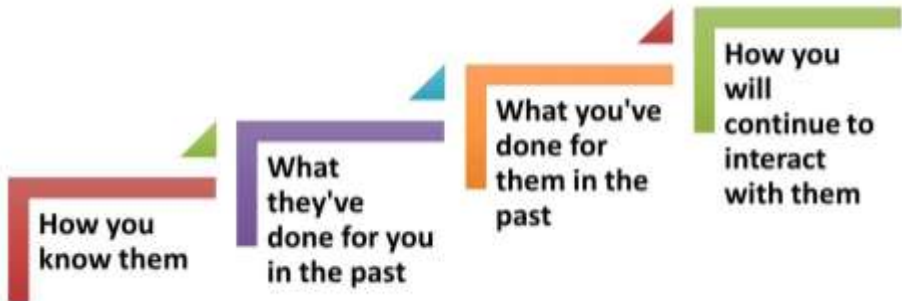
Who's Who – Identifying Your Ideal Targets

Purpose Fuelled Networking doesn't bring results if you're meeting just anyone. You need to identify key 'prospects' that can benefit you and find out where you have an opportunity to meet them. Who do you want to have in your network? You need to identify these individuals and go out and find them.

Who You Already Know

A good place to start is by listing the people who are already in your network. Even if you haven't purposely gone out to start a network, you surely know many people who can help you. Once you start writing down names, you may be surprised.

For each person, write down:



- How you know them
- What they've done for you in the past
- What you've done for them in the past
- How you will continue interacting with them and keep this connection alive

Who You Want to Know

Next, list the kinds of people you want to connect with. Start by looking at the skills you need in order to reach your goals. Who has these skills or can help you otherwise connect with what you need?

Like a marketer identifying their target market, you should include every detail possible and create individual profiles. These should include demographic information, skill sets, and psychological factors, such as how they feel about your common passion.

In listing the types of people you want to meet, you should also include power players and influencers. These are people that have strong networks and knowing them would bring you a great deal of benefit.

How to Connect

Connecting with the people you've identified is simple. Find the places your prospects hang out. These will be your networking venues where you'll meet people and tell your story.

When meeting people, focus on how meeting you can help them. Focus on the benefit or value you offer them. If you're networking for a charity, it's clear what you get out of it – funding. But focus on what the donor gets – a feeling that they're making a positive change in the world. If you're networking to land a job, focus on the value a manager gets when he or she hires you.

Finding Your Prospects

Look for the individuals you've identified both online and off. Where do they go to meet people and network? Where would they go to find you? What groups or organizations do they belong to? Where do they go to relax and just hang out?

Look for local industry-specific groups. You can find these groups by

researching online. These can be formal networking events like conferences where like-minded people connect, or they can be informal gatherings where you have an opportunity to meet people.

Once you locate your target prospects, make a networking opportunity happen. Decide on a day when you'll attend a networking event and put it on your calendar. Before you attend the actual event, do some research and find out who will be there. This helps you identify exactly who you're going to meet and prepare your story and questions.

Brainstorming Activity:

Make 3 lists:

1. Contacts you already have
2. Contacts you'd like to have
3. Power players that can help you reach your goals

Research the best places to connect with your market and create a schedule for visiting them.

What to Say and How to Say It When Making New Connections

Once you know who you want to connect with, where to find them and what you're going to offer, you need to know what you're going to say. To make Purpose Fuelled Networking as effective as possible, you need to draft actual hypothetical conversations and practice them. This way, you're going to go into your interactions fully prepared.

Write a Script

Imagine how a conversation might go with a prospect and actually write it out like a movie script. Of course, the real conversation isn't going to follow your script, but this helps you prepare and brainstorm things you might need to say. You'll get ideas for how to keep the conversation going, what questions to ask, and what to tell the prospect about yourself.

Questions, Questions

Along with your script, prepare questions to ask the people you meet. These questions serve two purposes. First, they give you a way to learn about the people you meet. Second, they keep the conversation going. People love to talk about themselves and your questions give the people you meet a wonderful opportunity to do so. They also shift the focus off of you.

Opening and Closing

Draft an opening and a closing. The opening is where you approach a prospect and introduce yourself with a short spiel about who you are and what you do. Try to also work in something positive about the other person, but only if you can make it natural.

The closing is equally important. Write a closing that ends the conversation on a high note. It should include you exchanging contact information (giving the prospect your card) and arranging to keep in touch or communicate at a specified later date, depending on the situation. If it's possible to arrange a follow up at the end of your conversation, do it.

Frequently Asked Questions

Along with your script, prepare answers to common questions. Prepare stock responses that answer your prospects' questions and also present key information about you and how you can help them. If you're prepared, you won't be taken off guard and all of your responses will be valuable in building a strong connection.

Practicing Your Conversation

After you've prepared your conversation and answers, practice with someone else. Role-play and imagine that they're a new person. Get their feedback on how the interaction went.

Ask them if they clearly understood what you have to offer. Do they think you seem needy or inauthentic? Is there anything you could say that would be more effective? Ask them for the overall impression they get from meeting you.

Saying the Right Things to the Right People

You have a basic script and some prepared questions for anyone you meet. But you should also research each networking function and the people who are going to be there. You should know about the people to whom you're talking because it shows you're interested and you did your homework. It also gives you an idea of what questions to prepare.

Perfecting Your Routine

Even after considerable preparation and practice, it may be awkward at first to make connections. This is only natural. As you go out and meet more people, you'll get into a flow and it will become second nature.

Brainstorming Activity:

Draft a hypothetical conversation script.

1. Create a personal FAQ with answers to stock questions.
2. Prepare your own questions to ask, an opening and a closing.
3. Practice with a partner and get their feedback.

Purpose Fuelled Networking Etiquette and Follow-up Strategies

The follow-up process is crucial in Purpose Fuelled Networking. You can meet a hundred people a day but nothing will ever happen if you don't follow up with them. This is how your initial meeting grows into a relationship, and that's what you should be aiming for.

Why We Don't Follow-up

There are several reasons why people don't follow up. If we assume that your story was good and your value to the other person obvious then that other person should want to contact you. And this new contact may have promised to contact you and have been genuine about it. But people forget. And, as time passes, so the opportunity disappears.

Your Follow-up Schedule

Every time you make new contacts, make a note on your calendar to follow-up with them. It's best to follow up as soon as possible, ideally within 24 to 48 hours of meeting the new contact. Many people don't follow up for several days or even a week, if at all, so when you do follow up quickly, you stand out from the masses.

Who Is This Again?

Start by reminding the person who you are. Give them your name and when and where they met you. Never assume that they'll remember you by your name alone. If following up by email, put your name and any other possible information in the subject line so they don't think it's spam. There's a good chance they won't recognize your email address.

And don't forget to connect to all your contacts on social media too!

Show That You Were Listening

Refer to something specific in the conversation you had with them. This shows that you remembered them and took an interest in them, which reaffirms the connection you made.

At a networking event you may meet dozens of people, so how do you remember these little details? Get into a routine of taking notes. Try to take notes during a quiet moment during the event or on your cell phone. Try not to be obvious about it.

The Next Step

The final element of a follow-up is to continue the conversation. This leads the interaction to the next step. Otherwise, you're just saying 'hi.'

Continuing the conversation may include asking for more information, sharing something you think they'd like, offering some kind of help, or arranging to meet again.

Follow-up Etiquette

In your follow-up, be real and authentic. Don't try to hide your true intentions and just like the initial meeting, strive to be positive and make a good impression. Be transparent and real, but don't sound needy.

If you're following up by email, be extra polite and friendly. With an email, the person can't see your facial expression or hear the tone of your voice, so it's very important to make sure they don't misunderstand what you say.

Email can seem cold, so make an extra effort to be warm and friendly.

The Goal of Your Follow-up

Think of your follow-up as a chance to get to know the person better, as well as an important step towards achieving your networking goals. The focus should be to deepen your mutual relationship and the connections and benefits will come naturally.

Brainstorming Activity:

Write a follow-up email template to use after each networking conversation.

1. Create an opening
2. Leave place holders for filling in information about who you are, where you met and what you talked about
3. Write a closing

Your Game Plan for Purpose Fuelled Networking

Nothing in life gets done without a good, solid game plan and the same goes for Purpose Fuelled Networking. Even though you should always be in the networking mindset and meet people everywhere you go, you'll get the best results if you're organized and you have a clear plan to follow.

Your Networking Schedule

First of all, you should decide how many networking functions you'll attend per week. These can be official industry-specific events or informal gatherings where you can build your contact list. You should attend at least one per week, although two or three is even better if you have a time-sensitive goal. Don't attend more than three or your schedule will be too hectic. Remember that in addition to meeting people, you also need to follow up with them.

Put your follow-ups on your schedule as well. For each networking function you attend, plan to follow up the next day or two days after. Any plans to meet or contact the person again made during the follow-up should also be added to your calendar.

Making the Rounds

For each networking event you attend, plan to spend some time beforehand researching it and its participants so that you know who you're going to talk to. Another preparation is to decide how many people you'll talk to at each event.

Set a quota of new contacts for yourself and try to stick to it. This is important because it's the only way to build your contact list. Without a

quota, you run the risk of not approaching people or spending the entire event talking to only one person or group of people.

Getting into the Right Mindset

You may want to create a pre-event ritual to help you get relaxed and into a sociable mood. You want to be at your best when you enter the event and approach people because first impressions matter. You should walk into each event confident, relaxed and with a big smile on your face. Your ritual might include deep breathing, visualization, meditation, or just listening to some upbeat music that puts you into a good mood.

Take Notes

During the event, you'll want to keep track of everyone you talk to and any pertinent details you'll want to recall later. Don't rely on your memory. After shaking ten or so hands you'll have trouble remembering who you've talked to and what about.

There are several ways to take notes during an event. Of course, you don't want to be jotting things down while you're talking to people. After each encounter, you may want to write down a few things in the quiet moment before you make your next approach. One option is to take notes on business cards. You can also take notes on your phone, which looks less obviously like you're taking notes.

Don't Stop Networking

Even when you've filled your calendar with meeting and following up your contacts, don't stop attending networking events. You may scale it back to once a week or so, but don't stop going. You need to continually be building your contact list because you never know who you'll meet at your next event.

Your Networking Buddy

As part of their networking game plan, some people choose to have a 'networking buddy.' This is a person you attend events with. Many people find it more comfortable and enjoyable to attend with a friend or associate. If you go as a team, the two of you combined have more skills and strengths to bring to the table. You can play off each other and have livelier conversations.

Mix Up Your Game Plan

It's important to create a good game plan, but make it flexible. Sometimes it's good to mix things up a bit, adding new ideas or techniques to what you do. If your game plan is flexible, you can improve it over time or tailor it to changes in your goals or situation.

Brainstorming Activity:

Write out your game plan as specifically as possible, adding your next steps to your action plan and preferred calendar. Be sure to include:

- Events you want to attend
- People or companies you want to connect with
- Research about those prospects
- Dates for getting things done and following up

Measuring Your Networking Results

The only way to know whether your networking efforts are working or not is to measure your results. You can't just assume that things are going well because you feel good. You need some kind of hard data that tells you whether or not your hard work is paying off. Measuring results is also a good motivator that keeps you focused by showing the progress you've made.

Key Metrics

You can't measure everything. Instead, take a few key metrics that are most important to you. Start by considering your goal. What indicators would show that you're progressing toward this goal's attainment? Work backward from that. You don't need a complicated set of metrics, but you should at least have more than one indicator.

New Contacts

An easy way to measure results is to keep track of new contacts. You can easily see that, for instance, this week you're not getting out and meeting people because the number of new contacts has dropped. This is a good metric for measuring how well a particular networking event went, but it doesn't present a good long-term indication of whether or not these new contacts are benefitting you.

New Interactions

A more accurate way to measure long-term progress is to keep track of your future interactions with your new contacts. Instead of measuring how many business cards you collect, measure the communications, meetings, or other interactions you have with these contacts. This shows that the cards you've collected are creating some value.

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Opportunities, Ventures, and Sales

The best metric is something that's related directly to your long-term goal. If you're selling something, sales figures provide a good metric. If you're seeking funding for a non-profit, it's easy to see how much money you've raised through networking activities.

Other goals aren't as easy to measure, but you can take into account new ventures or new opportunities. You may measure the new projects that have come out of your contact list. Job prospects would be a good indicator if you're looking for work. You can measure referrals if that's the main purpose of your networking.

Favours Done for Others

A great way to measure progress is to look at the things you've done for your new contacts. You can set a goal of doing something for someone each day. It could be something as simple as providing them with helpful information or referring them to another contact that can help them. This is a great thing to measure because it shifts focus away from what others do for you, and instead focuses on what you do for them, which pays off eventually.

Adjusting Your Game Plan

Your metrics will tell you when it's time to make changes to your game plan. If you're not seeing the numbers you'd like to see, think about what you can do to bring those numbers up.

Brainstorming Activity:

Choose 2-4 key metrics and set goals for them.

Maintaining a Positive Mindset for Purpose Fuelled Networking

In Purpose Fuelled Networking, a positive mindset is absolutely essential. You need to be positive in order to motivate yourself to get out there and meet people. It's frightening to walk into a room full of strangers who all know each other but don't know you. If you radiate positivity, it attracts people to you.



Know Your Strengths

Focus on your personal strengths and the things you're offering the people you meet. If you focus on these, it will give you the confidence to meet people, knowing you have some value to give. When you know this value, it's easier to put yourself out there.

No Big Deal

Purpose Fuelled Networking may be vital to your business and success in life, but go into it imagining it's 'no big deal.' You may have a quota of contacts to meet and a rehearsed story to tell them, but don't make it a life or death situation. Imagine that you're just socializing and it doesn't matter if anything comes of it. Thinking this way removes the pressure and helps you relax.

Focus on Other People

Although you're introducing yourself and telling your story, listening and learning about other people is just as important. When in conversation, ask questions and get others to talk about themselves. This shifts the focus away from you while also showing that you're interested in them. And it's easy to do because most people love to talk about themselves

Fake It

Positivity comes from a feeling of success. If you're just starting off toward your goal, you may not feel terribly successful. But even if you're not there yet, imagine that you are. Imagine that you've landed that job or you've met your fundraising quota already. This isn't a form of lying but just a trick of the mind that helps you stay relaxed and positive.

No Way to Lose

Keep in mind that there's no way you can mess up with Purpose Fuelled Networking. Even if the event is disorganized and the people are rude and you walk away without a single business card, who cares? Just leave that event and never come back. You're not committed to any one event and there is no lasting negative effect if it doesn't go well.

Prepare Well

Create a game plan, a good story, questions to ask others, and a good long-term goal. If you're well prepared and practiced, the confidence will come naturally. You'll know exactly what to say and it will be one less thing on your mind.

It Gets Better

When you first start networking, remember that it's perfectly alright to be nervous. Everyone is, even though they may not show it. As you attend more events, it gets easier partly because you have more experience and partly because you can improve your strategy and methods. Eventually, every step in the process, from finding events to following up, becomes second nature.

Brainstorming Activity:

1. Write down your primary goal and post it where you can see it.
2. Write down 3 tips you find most effective for encouraging your own positive mindset.

Conclusion

Are you ready to start building your relationships and see results? If you've completed all the activities in this course, you should now have:

- A specific reason for your networking
- A list of skills you can emphasize, and those to work on
- A rehearsed “story” to practice in your networking conversations
- A list of your current contacts and ones to target
- Questions and answers to use in conversations
- An email template to use in your next follow-ups
- Dates on your calendar for networking events and next steps
- Goals for your chosen metrics
- A statement that will keep you motivated during your networking efforts

You should have recorded most of this in your Course Workbook, but make sure to use your preferred calendar and method for keeping track of your networking contacts. Whether it's a simple spreadsheet or a fancy online address book tool, the contacts in your network are priceless. Back it up and make copies.

Enough of the reading and practice.

It's time to get out there and network.

And remember, have fun with it!

Before you go, here are a few more books & courses that you may find useful if you run a professional services business...



Understand How Customers Arrive At Their Decision To Buy

The Secret Sauce

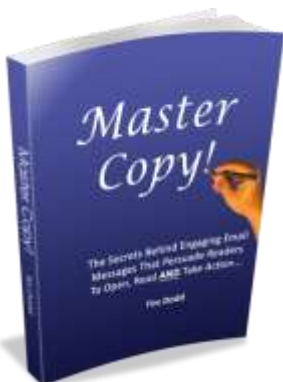
The Simple Sales Psychology All Great Marketers Use To Persuade Customers To Buy From Them



Clients Are Everywhere, Provided You Know Who You're Looking For!

Hidden Right Under Your Nose

How To Identify Your Perfect Client & Attract A Crowd More Like Them



Structure Your Email Communication In A Way That Turns Recipients Into Clients

Master Copy!

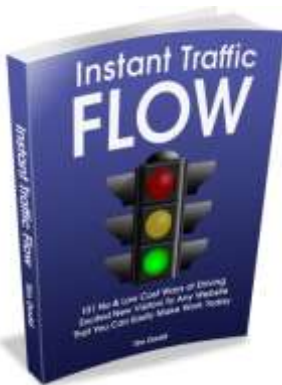
The Secrets Behind Engaging Email Messages That Persuade Readers To Open, Read **AND** Take The Action You Want



The Key To Business Success Is The Ability To Solve The Problems You'll Encounter

Let There Be Light!

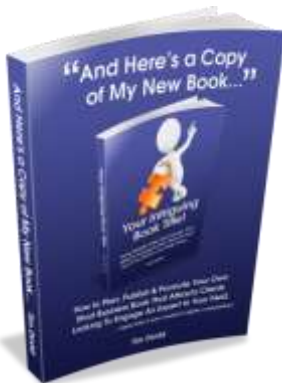
How To Brainstorm and Solve Frustrating Business Problems Even If You've No Idea Where To Start.



Drive Web Traffic At Will and Scale Up Your Business Fast

Instant Traffic Flow

101 No & Low Cost Ways of Driving Excited New Visitors To Any Website That You Can Easily Make Work Today



Authors Have a Level of Credibility that Sets Them Apart from Their Competition

“And Here's a Copy of My New Book...”

How to Plan, Publish & Promote **Your Own** Short Business Book That Attracts Clients Looking To Engage An Expert In Your Field

[These & several other books are free to download from www.3dconsultingservices.com/resources/](http://www.3dconsultingservices.com/resources/)

About the Author:



Do you ever wish you could find an easier way to attract new clients?

If you're thinking "Yes, I do!" you're not alone. Many professional service providers feel like that because they are experts in providing the service that they're qualified to provide, rather than in the selling of it.

As our paths may not have crossed before, let me introduce myself. I'm Tim Dodd, a former chartered accountant and a specialist workflow process consultant. Basically, what I do is advise clients on suitable processes to use when they want to attract a consistent flow of new business on auto-pilot!

If you're a business owner or professional service provider, who likes the sound of having leads generated, prospects followed-up with and client relationships built automatically so that you and your team can spend more chargeable time working with key, fee-paying clients, then I believe I can help you.

Or maybe you like the idea of automating these vital business processes but aren't yet convinced that it will work in your specific market.

No matter which, if business automation is of interest to you and you feel that a no strings chat might be helpful, then please head over to

www.3dconsultingservices.com/call

and book a time that's convenient time for you when I can tell you more.

There's no charge, and I guarantee you'll be both amazed and delighted by the tools we'll talk about and the boost in productivity and profitability that your business could easily enjoy.

I look forward to speaking with you soon

Tim

At some point in their life, everybody will have been accosted in a shop by an eager young sales assistant desperately trying to sell them something they really didn't want! No doubt, you'll also have received loads of direct mail through your letter box from marketing companies, trying to persuade you to buy some new, miracle product or other from them. And I'm almost certain you'll have come across those long, rambling, seemingly never-ending web sales pages that have you scrolling down forever & ever.

If you're a professional services provider, like me, you'll absolutely hate the thought of being categorised alongside any of the above. Yet, finding and winning new business is becoming more and more competitive. And, no matter how much we dislike it, we all have to sell something in order to survive.

When I first started my consulting business I used to feel exactly the same way I imagine you're probably feeling right now; overwhelmed by everything you know should really have been done by yesterday!

However, everything changed for the better, when I engaged a truly inspiring business coach with an unthreatening, future focussed, education-based coaching style that enabled me to discover several hugely effective strategies of my own. Strategies that have been proven to work for virtually any type of professional service provider with an online presence.

The most important of these are my client finding strategies. Clients are all around us. The secret is to have a process that quickly enables you to identify who will be the best clients for you and how you can discover where they'll all choose to congregate together!

If you don't already have an effective client getting process that's working well for you and you want to learn how to identify who your perfect client is and where you can find more people who meet your ideal client's profile then you'll quickly realise that this book was written specifically with you in mind!

Just a quick word of advice: Make sure your business can handle a rush of new clients, always provide outstanding service to every client who engages you and understand that, above all, the secret of success is to have fun!