

MAKE YOUR NET-*WORK!*

TIP #1: Be Interested in Other People

1. How did you get started in (that person's business or service)?
2. What do you enjoy most about what you do?
3. What has surprised you about (that person's business or service)?
4. How can I know if somebody I am talking to would be a good prospect for you?
5. What else would be most helpful for you?
6. What is the best way for us to keep in touch (phone, email, lunch)?
7. When would you like for me to check in with you again?

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Tip #2: Create Your Pitch

1. What is my service, product, company, or cause?

2. What problem do I solve?

- *"I love helping people . . ."*
- *"I make sure my clients . . ."*
- *"I enjoy . . ."*
- *"I am committed to working with people to . . ."*
- *"I am dedicated to . . ."*
- *"I love working with . . . to . . ."*

3. How am I different?

4. Why should someone care?

5. What do I want someone to do?

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TIP #3: Be INTER-dependent

Introduce people to other people I know:	Recommend products and services that have benefited me:	Share information that I have learned through my success and failures:
Provide feedback regarding ideas:	Provide personal and professional encouragement:	Share my expertise:
Brainstorm and contribute ideas:	Learn about other people's businesses so that I can promote and refer business to them:	Provide a new insight or idea:
Send other information I come across that could be of interest or value:	Reconnect:	Say thank you:

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TIP #4: Eliminate Excuses

Excuse #1: *"They probably don't have time"/ "I don't want to bother them"*

- Who am I thinking about here?
- How will I approach them?

Excuse #2: *"I can do this myself."*

- What am I thinking about here?
- Who might I ask for support?

Excuse #3: *"I don't know them well enough to call."*

- Who am I thinking about here?
- How will I approach them?

Excuse #4: *"They probably don't know anyone."*

- Who am I thinking about here?
 - How will I approach them?
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