



Effective Networking

What is networking?

- Way of making meaningful business contacts
- Low cost marketing method

Why do you need contacts?

Think about who you need to make your business thrive. Make a list of where you can go (virtually and physically) to meet people who might be:

- Clients/audience (people who will buy your work)
- Supporters (funders or influential advocates for your work)
- Partners (people who have other skills who you can work with)
- Mentors (people who will pass on advice and information to you)

Where and when would you go to get the best contacts in each of those categories?

What to say

- Describe yourself concisely – the elevator pitch – this may change depending on who you are talking to – avoid jargon.
- What makes you different to the others?
- What do they do?
- How can you help them? (but don't promise what you can't deliver)

How to say it

- Always carry a pen and business cards
- Ask open questions about the other person.
- Be positive, enthusiastic and calm – don't say negative things about others and remain objective
- Take the initiative – others will be feeling just as nervous, unconfident - approach people who are on their own
- Try and stand in an 'open' group so others can join you
- Think of a polite way of moving on to speak to others.

Good Opening lines

- Hello, I'm Clare... who are you?
- Have you come a long way?
- How did you come to be here
- Do you know many people here?
- What's your particular area of expertise?
- What's the best thing you're working on at the moment?

Following Up

- Help other people – give in order to receive – send an article or contact
- Always follow up and do what you said you would do – build trust. Integrity is important.

www.creativeleicestershire.org.uk

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