

9 TIPS TO

# SUCCESSFUL NETWORKING



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# Hello

Thank you for downloading our e-book.  
We hope it helps throughout your  
business networking journey.

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# 01

## WHY DO YOU NEED A NETWORK?

A network is a group or system of interconnected people or things. In business there are 3 main reasons why you need a network.

One is *for information* - to gain industry specific knowledge and skills.

The second is *for support* - obtained from trusted business relationships.

The third is *for referrals* - a reliable source of new business.

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# NETWORKING – WHAT DO YOU WANT TO ACHIEVE?

# 02

Ask yourself, do you ever go to a networking event to buy?

The answer should be no.

You should never attend a networking event to sell.

Your starting point is to build long term relationships!





# 03

## WHAT IS THE DEFINITION OF NETWORKING?

Networking is a socioeconomic business activity by which businesspeople and entrepreneurs meet to form business relationships and to recognise, create, or act upon business opportunities, share information and seek potential partners for ventures.

What is business networking? Let us share the true definition of networking quoted by Dr Ivan Misner, Founder of BNI: *“Business Networking is the process of developing and activating your relationships to increase your business, enhance your knowledge and expand your sphere of influence.”*

It is all about relationships.



# 04

## ONLINE NETWORKING WHAT TOOLS DO I NEED?

Online networking can provide many advantages. It is convenient and you save on commuting costs. To kick start your online networking, we recommend the following tools:

- Create a branded virtual background
  - Prepare a link to go into the chatbox
  - Set up a digital business card
  - Ensure your LinkedIn profile and website are up to date
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## SET A GOAL

# 05

Set a goal of how many people you are going to connect with.

Remember, networking is about farming not hunting.

Don't spam!





# 06

## LISTEN AND ASK QUESTIONS

Most of us have two ears and one mouth. Use them appropriately when networking. When someone is speaking, be quiet and actively encourage them to talk. Avoid interrupting others.

It is important to learn what others do. Be curious about their business and in return they may return the curiosity.

When it's your turn to tell people what you do, be specific and brief, no jargon. Don't assume they know your business.



# 07

## GIVE **REFERRALS** WHENEVER POSSIBLE

The best networkers believe in the 'Givers Gain®' - a philosophy based on the law of reciprocity (what goes around comes around).

If you can't give someone a bona fide referral, try to offer some information that might be of interest to them:

an upcoming event,

an article,

a course or

a book.

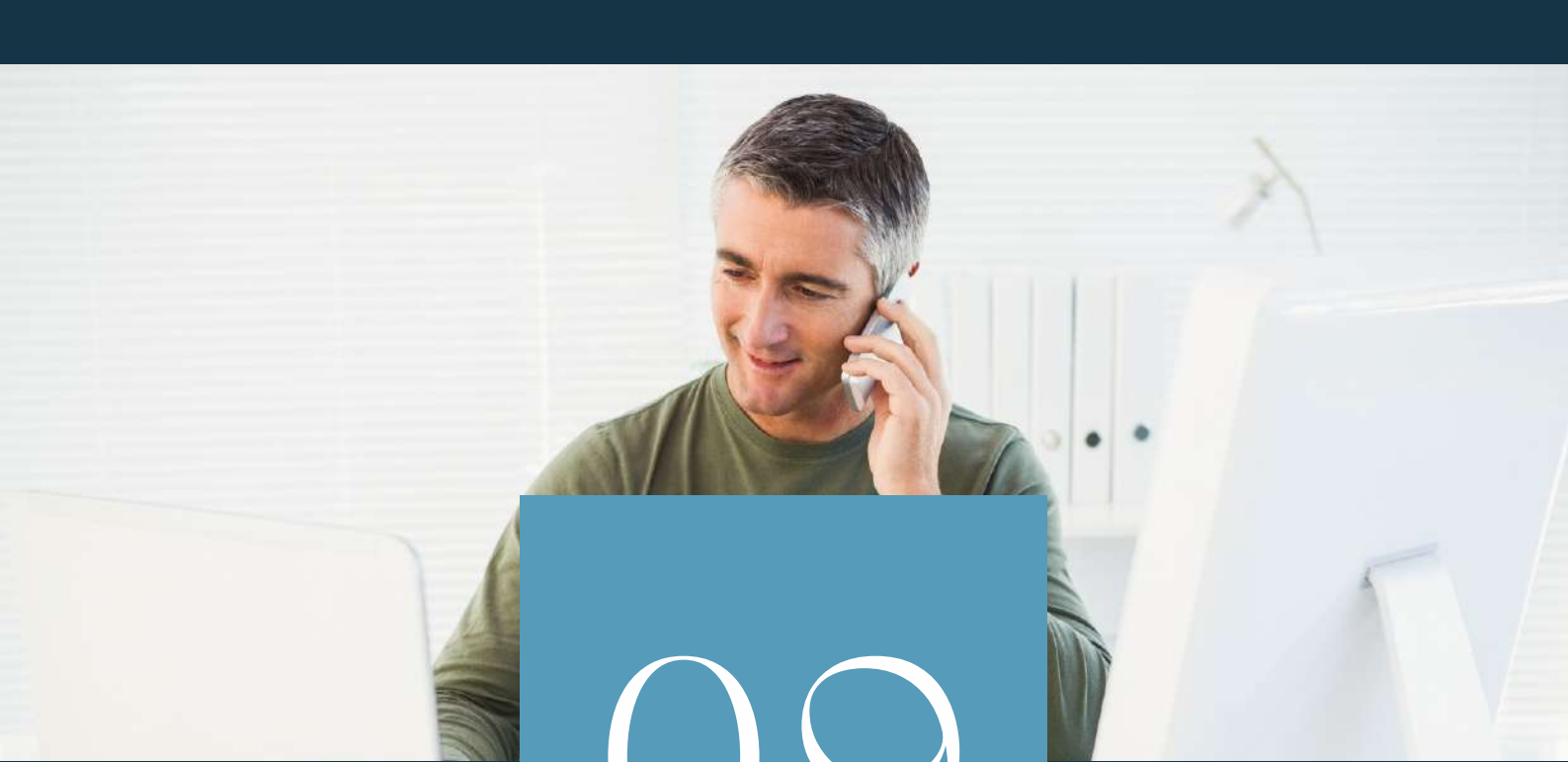
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## WRITE NOTES

# 08

Have you ever had a great conversation with someone to only forget their details when needed in the future? It is important to record pertinent information during or straight after networking. Not only will note taking boost the effectiveness of your memory for people, but it will also turn you into a professional networker. Remember to add your notes to your database later.





09

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LASTLY, **FOLLOW UP.**  
FOLLOW UP, FOLLOW UP!!!

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If you don't follow up you have wasted your time networking! Use a database such as Zoho, Hubspot (free) or Insightly (free). Follow up with a quick note or book an appointment.

The goal is to build relationships. Don't ever make assumptions about who may be a great connection. Also make sure you action any promises you have made ie. connections, referrals, articles etc.



# Remember

Networking is a skill and like any skill, you need to practice it. Be sure to plan for success. Start small with a long term programme – farming vs hunting.

At OPEN for Business, our mission is to empower business owners to feel confident and comfortable promoting their business. We do this through our online courses, workshops and coaching.

To learn more, please visit our website or contact our team. We'd love to hear from you!

[areyouopenforbusiness.com](http://areyouopenforbusiness.com)

[hello@areyouopenforbusiness.com](mailto:hello@areyouopenforbusiness.com)

0419 882 856

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# SUCCESSFUL NETWORKING NOTES

My biggest takeaway from this e-book:

My networking plan:

My to do list:

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