

THE ESSENTIAL *POSITIVE NETWORKING*[®] CHECKLIST FOR BETTER CONNECTING



shepa learning
company

As business networking experts we encourage you to use this checklist to help you be a more effective connector at your next event. — *Gayle Hallgren & Judy Thomson, CPA, CA*

- Prior to the event, if you can learn anything about the people or their business do so. Check them out on LinkedIn, their company website, company LinkedIn or Twitter pages.
- Give yourself sufficient time in your calendar so that you can get to the event early enough to take advantage of networking opportunities that happen during the reception.
- Take business cards and put in an easy to access place like your pocket. If you prefer connecting via LinkedIn, make sure your LinkedIn profile is up to date.
- Set a goal to meet 5 to 7 new people at the event. That means you will need some conversation starters.
- Always rescue wallflowers (remember they have a network). If there are two or more of you, open the circle. Say, “Please join us.”
- Be a *Positive Networker*[®]. That means go to the event with the end goal to be “*what did that person get from meeting me, rather than what did I get from them.*”
- Actively listen for how you may be able to help that person. Ask questions to learn more. Research shows that people “like people who ask more questions”.
- Be a connector and at the event try to introduce at least two people who don’t know each other but should.
- If attending with a tag teammate, know something about them so that you can do a **[Glowing Introduction](#)**[™], sing their praises in a way that they can’t.
- If you join a table, try to put two people between you and your tag teammate so that you can increase your networking opportunities. You don’t need to sit next to each other.
- When you join a table, walk around it, introduce yourself to everyone, and exchange business cards. This may be a stretch goal but try it. Why sit with a group and only know the names of the people next to you?
- Promised something to someone? Follow up within 48 hours.

Interested in learning more? We offer webinars, in-person presentations, and online training in business networking. Check out **[Our Programs](#)** for more information.