



FOLLOW UP

BWN Insiders

www.thebusinesswomensnetwork.co.uk

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-photography-



PURPOSE

Plan your reason for networking. Raising awareness? Growing your data base? Gaining speaking engagements /events?
What is your purpose?

MATCH UP

When a networker meets you at an event, does it match up to your brand online? Make it easy for them to feel like they know you, can like you and can trust you.

HIDING

Networking is pointless if you don't have the right strategy to back it up. If other networkers go online will you be easy to find? Do you hide who you are and what you stand for?

STRATEGY TICK LIST

- Does my email signature contain my social media/contact details/website?
- What is my purpose of networking today?
- What do I want to get out of networking today?
- What am I going to talk about (Always prepare a 60 seconds it focuses the mind)?
- Do I need to follow up with a phone call/thank you for your time /info as promised email?
- If emailing them remind them "I've not added you to my database to hear from me again link"
- "It will be great to continue the conversation on social media link"
- How will I monitor my networking results? CRM package (Hubspot) X/L etc.
- How will I ensure I maintain powerful follow up? Diary follow up email/call, etc
- Do I need to arrange follow up pre-networking event 1 2 1 meetings?