

***Your* Networking Action Plan (NAP)**

Use the Networking Action Plan to create and implement your own networking strategy. You may need to review the information and the work you have completed throughout the workbook to complete the Networking Action Plan. It would be helpful to review your plan to insure your networking strategy and focus is on track.

Name _____ Date _____

Goal (s)

Is it or are they SMART - Specific, Measurable, Actionable, Reasonable, and Timed?
(Joining a networking group, amount of referral business, established in a marketplace.)

Target Market

Who do you serve best and therefore wish to serve most? Be specific about a target industry, profession or demographic.

Natural and Un-Natural Markets

Names of friends, relatives, neighbors

Names of religious, alumni, professional organizations

Former co-workers, suppliers, and customers

Personal business connections (banker, broker, CPA, lawyer, doctor, dentist)

Community, political groups

Spouse's/partner's network

Prospects

Do they know you? Do they know what you do? Do they know who you serve?
Do they care?

Referral Sources (Centers of Influence)

Who comes in contact with your prospects – all day, every day?

Top Clients

Who are they and how can they help? How can you help them?
How often should you stay in touch? Can you refer *them* business?

Which clients do you enjoy serving most? How often should you stay in touch?
Can you refer *them* business? What will be your next steps in exchanging referrals with your top clients?

Which clients deem you referable? How often should you stay in touch?
Can you refer *them* business?

Who would you clone? How often should you stay in touch?
Can you refer *them* business?

Advocates

List those that love you enough to “take a bullet” but who also understand your work and whom you help. Keeping your standards high, can you list 10 or more?

What will your strategy be to stay in touch every 30 days? Can you refer them?

List the Networking Events You Should Attend and/or Join

(Chambers, networking groups, professional associations, community groups)

Preparation for the Events You Attend and/or Join

What will you do to research?

How will you know it's a fit?

What 'Tools of the Trade' will you need?

How will you contribute?

Is the organization relevant to your Target Market? If not, why?

Conversation Starters and Opening Questions

How will you introduce yourself?

What will you say after you introduce yourself?

What questions will you ask to learn more and help?

Conversation Finishers and Closing Statements

PEEC Statement (30 seconds or less)

Profession – *A memorable introduction explaining who you are and what you do.*

Expertise – *What you know that is relevant and helpful.*

Environments – *Your target market or niche that you serve best and wish to serve most.*

Call to Action – *Specifically what you want.*
