

## Module 3

# Grow with Offline Networking

Although the buzz of LinkedIn is to grow your network globally by gaining exposure to people you would otherwise not have the opportunity to access, you still want take care to add people to your LinkedIn profile that you met at networking events.

Making a habit of following with people from networking events on LinkedIn, allows you to:

- Expand your network with people who know, like, and trust.
- Stay in front of mind with those you've met and nurture relationships.
- Be easily accessible should someone want to refer you.
- Gain access to your new connections, 1<sup>st</sup> and 2<sup>nd</sup> degree network.

## Getting the most from your networking

LinkedIn will never replace the need for face to face meetings and networking, however, using it strategically can ensure you maximise your time at the event, advancing conversations and gaining introductions to ideal prospects.

Think of attending a networking event like painting a room. Before you begin painting, you must first move the furniture and prepare the walls. Afterwards you have to clean the brushes, wait for the paint to dry, and put the furniture back.

### ● Before the Event

1. Ensure you're making the most of your time and attending the right event by making sure it is attracted by your target audience. Ask the organiser to publish the list of attendees.
2. Learn more about each attendee by looking at their LinkedIn profile. Take time to identify things you have in common that you could talk about to create rapport.
3. Look inside their contacts and identify anyone you'd like to meet, or get an idea for the types of people they know.



## ● During the event

1. If possible ask the event organiser (or a contact you share in common) to personally introduce you to those you'd like to meet.
2. Begin conversations talking about what you have in common, either an interest you share in common, something fascinating you saw on their profile, or the event organiser that you probably both know.
3. When you meeting someone new ask them if you can connect on LinkedIn

## ● After the event

1. Follow up on anything you promised to do
2. Send invitations to connect reminding them in your invite how they met you and any things specific you agreed to do for one another
3. Research who they know that you might like to be introduced to
4. Identify those who didn't attend or you didn't get to meet, and send them an invitation to connect saying where it was you hoped to meet them and why you'd like to connect (focusing on the value you can add to them).

### **Example:**

In November 2016 I attended an early morning networking event in my neighbouring city 20 miles away. During the morning I spoke with many people, each of whom I connected with on LinkedIn afterwards.

I did not attend the networking event again for four months but when I did, a young man approached me at the coffee table and started a conversation about LinkedIn. He made a comment that led me to say 'How funny you should say that...' and I started telling him a story of something that happened the day before.

He interrupted and finished the story for me. It turned out that not only had he remembered my name and what I did, but he also knew what I'd been up to. I had shared the story on LinkedIn the day before and he'd seen it. Despite having only met once before he was still very aware who I was and my business message.

