



FOLLOW-UP CHECKLIST FOR PROSPECTS

Networking is vital to growing your business. With a plan in place before you even leave your home or office, you set yourself up for the success you deserve. Here are strategies for before, during and after the event to help you:

Before the Event

Know why you're attending. What is your purpose for going?
If it's a networking group, is it one you will want to join?
Does the event have a certain agenda or mission? If so, does it resonate with you?
Only attend those events that excite and interest you.
Check out social media to obtain related hashtags to connect ahead of time.
What is your desired outcome from attending?
Who do you want to meet?
How many do you want to meet? (Typically 1-3 quality leads, as your goal.)
Why do you want to meet them?
Is there an attendance list? (Look for people you know, strategic partners or prospective clients.)
Check out other social media sites (LinkedIn, Facebook, Instagram, Google+, Pinterest etc.) <ul style="list-style-type: none"> <input type="radio"/> Is there a blog you liked? <input type="radio"/> Do you have anything in common with an attendee? <input type="radio"/> Is there anything you can complement or congratulate them for?
What are your long term goals for initiating a connection?
A personalized nametag on the right side of your jacket or clothing is recommended.
Update social media profiles regularly and be consistent, so you don't confuse.

Create Your Networking Toolkit:

- Professional business cards for people you really connect with ... not everyone.

- Extra business cards for friends you may want to refer business to or who may want to refer to you.
- A handout providing tips or something of interest, like a recipe.
- Something to write down any notes for follow-up later (i.e. something you've promised to someone or want to do when back in the office).

Develop a List of Good Questions to Ask (if you can memorize some ... great!):

- How long have you been attending?
- What do you like about this event?
- What is an ideal referral for you?
- What is your biggest challenge?
- What do you like to do in your spare time?
- Do you have any pets?
- Do you have hobbies?
- Do you like to travel?

At the Event

	Arrive early.
	The right mindset is key so that you can be engaging and effective.
	Smile.
	Be a good listener.
	When you get someone's card, write the following on it: <ul style="list-style-type: none"> <input type="radio"/> Date of event. <input type="radio"/> Name of event. <input type="radio"/> Anything you learned or that they shared that was interesting. <input type="radio"/> Was there something you promised them?
	Ask yourself, "How can I serve them?" How can you make it a 'win-win' for both of you? (Through connections or resources.)
	Use Twitter and other forms of social media.
	Ask great questions (from the list above or create your own and ask randomly).

	Tell great stories when it's your turn to talk or share your differentiator in a story. This makes it easier to remember you.
	Be real & authentic! That's the only way to build strong, quality relationships.
	Ask peers and friends if there's anyone they think you should connect with.
	Take a video or photos to share on social media.
	Mix it up – ensure you talk to different people, not only your friends.

After the Event

	Take action on promises made.
	It makes it easier with a 'Stay in Touch' plan in place (see below)
	Follow up with a genuine email or handwritten note.
	Tell them how much you enjoyed meeting them.
	Advise them if you will be referring business to them.
	Are there any Joint Venture opportunities you could both benefit from by working together?
	Connect through social media (it's a good idea to advise where you met).
Take time to record these into your CRM (Contact Relationship Management) system:	
	<ul style="list-style-type: none"> <input type="radio"/> Contact name. <input type="radio"/> Where and when you met. <input type="radio"/> Memorable moment. <input type="radio"/> Items you promised or provided (so you don't duplicate later on). <input type="radio"/> Provide an timeline of when you will be in touch again. <input type="radio"/> Any personal info mentioned (their family, likes, dislikes, struggles, dreams or hobbies etc.)

'Stay in Touch' Plan

Establish a "call to action" (keep it easy, simple & measurable)	
	<ul style="list-style-type: none"> <input type="radio"/> Visit your website. <input type="radio"/> Fill out a form. <input type="radio"/> Call you.

<input type="radio"/> Some other action for them to connect with you.
<p>Offer them something of value (to build trust):</p> <input type="radio"/> eBook <input type="radio"/> 3 part audio training. <input type="radio"/> 30 minute consultation. <input type="radio"/> A discount of some kind.
<p>Automated contact to add further value & build relationship (email, phone, postage):</p> <input type="radio"/> Sequencing to help them use your free item (mentioned above). <input type="radio"/> Give them something else to shock them ... in a good way ☺ <ul style="list-style-type: none"> <input type="radio"/> Complimentary training of some kind. <input type="radio"/> A checklist. <input type="radio"/> A gift or handwritten card.
<p>At this point you can offer them something to purchase (not your high-ticket item) (take as many automated steps as you need to build that Trust):</p> <input type="radio"/> Book <input type="radio"/> CD or DVD <input type="radio"/> Workbook <input type="radio"/> Teleseminar or Webinar
<p>Serve and over deliver to establish grounds for the next purchase (plan out your automated steps):</p> <input type="radio"/> Increase their confidence in you so they will want to invest further with you <input type="radio"/> Move them closer to your higher-end items & obtain their desired results
<p>Move them further up your product funnel:</p> <input type="radio"/> This won't be everyone. <input type="radio"/> Through value that you've provided and trust that you've earned these will be your Ideal Clients.