

## Exercise 2. Rules on networking

### Effective steps of building my business network

#### BE ALWAYS THERE, WHERE YOU CAN FIND INTERESTING PEOPLE

How can I do that:

*Examples: take part in a free training, workshop, find a club or a group of active people*

#### BE AWARE OF THE FACT WHAT KIND OF NETWORK (PROFESSIONAL RELATIONS) DO YOU NEED TO ACHIEVE YOUR GOAL (E.G. WHEN YOU SET UP A COMPANY AND RUN A BUSINESS)

Who is essential in my network:

*Examples: lawyer, accountant, graphic designer, ect.*

#### PREPARE YOUR BUSINESS CARD

How can I do that:

What kind of information should I put on my business card:

### INITIATE CONTACTS AND BE THE ONE WHO STARTS CONVERSATION

Where and how can I do that:

*Examples:*

### CONCENTRATE ON PEOPLE AND RELATION ITSELF NOT ON PROFITS YOU CAN GAIN FROM THAT RELATION

How can I build personal relation with my network:

*Examples:*

### APPLY WIN – WIN STRATEGY IN BUILDING YOUR NETWORK (SHARE YOUR KNOWLEDGE, PASSION, PRODUCT, SERVICE, ADVICE, HELP)

What can I offer to my business partners? Do a list of things:



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### MAINTAIN YOUR BUSINESS CONTACTS

How can I do that:

*Examples: follow-up emails, meetings (how often), Skype meetings*

### KEEP A DATABASE OF YOUR BUSINESS NETWORK

How can I do that:

*Example: Excel sheet – name, surname, e-mail, telephone, website, comment about the contact*

### FIND A PERSON WITH A GREAT NUMBER OF CONTACTS (A DOOR TO NEW RELATIONS)

Who is it? Put names:

*Example: someone you already know, and is helpful in extending your network*

