Networking Action Plan

1. Define Your Networking Goals

- **What do you want to achieve through networking?**
  - Gain new clients or customers.
  - Find potential business partners or investors.
  - Increase industry knowledge and insights.
  - Build brand awareness.
- **Write down your top three networking objectives:**

1. .....
2. .....
3. .....

2. Identify Key Networking Opportunities

- **In-Person Networking:**
  - Industry conferences and trade shows.
  - Local business events and networking groups.
  - Chamber of Commerce meetings.
  - Business networking breakfasts or lunches.
- **Online Networking:**
  - LinkedIn networking and engagement.
  - Facebook business groups and community forums.
  - Online webinars and industry-specific virtual events.
- **List the top three networking events or groups to attend:**

1. .....
2. .....
3. .....

3. Develop Your Elevator Pitch

- **Keep it short (20-30 seconds) and engaging.**
- **Clearly state:**
  - Who you are.
  - What you do.
  - The value you bring.
  - What you're looking for in a network connection.
- Write your own elevator pitch below:

Example: "Hi, my name is [Your Name] and I run [Your Business Name], a [business type]. We help [target audience] by providing [key service/product]. I'm looking to connect with [type of people] to [achieve a goal]."

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4. Create a Follow-Up Strategy

- **After meeting a new contact, always follow up within 48 hours**.
- **Methods of follow-up:**
  - Send a LinkedIn connection request with a personalised message.
  - Email a thank-you note with a reminder of your conversation.
  - Arrange a coffee meeting or video call for further discussion.
- **Write your follow-up message template:** "Hi [Name], It was great meeting you at [Event]. I really enjoyed our conversation about [Topic]. I'd love to stay in touch and explore potential collaboration. Let's schedule a quick call or coffee next week!"
- **Personalise and save this message for future use.**

5. Track and Evaluate Your Networking Success

- **Keep a record of new contacts and follow-ups.**
- **Assess the value of networking events based on:**
  - Number of meaningful connections made.
  - Business opportunities generated.
  - New insights gained.
- Example tracking table:

Contact Name	Event/Platform	Date Met	Follow-up Action	Next Steps
[Name]	[Event]	[Date]	[Email/Call/Meeting]	[Future Action]

6. Set a Monthly Networking Goal

- **Decide how many networking activities you will commit to each month:**
  - Attend at least [X] in-person events.
  - Engage with [X] LinkedIn posts per week.
  - Reach out to [X] new contacts each month.
- **Write your monthly networking goals below:**

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7. Additional Networking Tips

- **Be authentic and approachable** – people prefer genuine interactions.
- **Give before you ask** – offer value to your connections.
- **Stay consistent** – networking is about long-term relationship building.
- **Follow up and maintain connections** – a one-time meeting isn't enough.

Published March 2025