

Your Guide to Being a Networking Superstar!



Business Networking

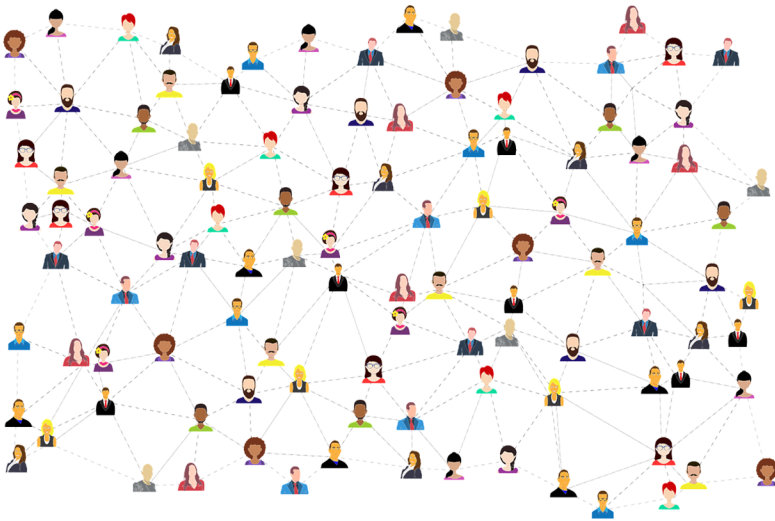


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Business Networking

You are building your client base. Referrals and/or testimonials from initial clients are a nice start point. Now it is time to further widen your net. Business networking and building business relationships will provide you with opportunities for a significant boom in clients and sales.

Networking is a process and one that requires use of your gut, heart, and mind. It is important to find the ideal group for you and your business. Ideal networking often leads to a thriving business.

By following these steps, you are well on the road to being a networking superstar!

Develop Your Winning 60-Second Presentation

This can be a difficult but rewarding process. When you meet someone at a networking event (virtual or in-person), you want to be clear and concise about who you are and how you help others. Create a 60-second presentation. Refine and practice until you feel confident in your presentation and its delivery.

Here is a sample template of a 60-second presentation:

Hello! My name is (state name) and I am the (title) of (name of tutoring business), (list a unique point of your tutoring).

Today, my specific ask is (state your ideal tutoring clients). If you or someone you know is looking for (state service for ideal tutoring clients), it would be a pleasure to connect and discuss further.

Thank you everyone. Again my name is (state name) of (name of tutoring business) where (state tutoring business tagline).

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Develop Your Winning 60-Second Presentation

Create your winning **60-second networking presentation** below:

Find Your Ideal Business Network

Size: Large groups of fifty or more people may seem best as you can meet the most people however you will be supersaturated with so many people that it will be hard to make those all-important meaningful connections. 20-30 is the ideal range to make impactful connections and not just leave a networking group or event with a pile of business cards or a few fleeting names.

Type: Do you want to meet with a social group, a business group, or a mix of the two? The second and third type are the best to build connections, have structure and build your tutoring business. As a bonus, look for groups with potential parents, what does this demographic look like for you (i.e. your ideal client)?

Time: As a tutor, you are likely busy evenings and weekends. Search for a morning or early-afternoon group. Also, find a group that meets regularly as trust grows with consistency and with trust comes business.

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Find Your Ideal Business Network

Let's narrow down your **ideal business networking group**:

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Find Your Key Individuals

Before your first meeting/event with a group, read up on group members so you can see who your key individuals are. These are people that have the same client base as you but have a different profession from you, people with a profession that interacts with your target audience indirectly. In some cases, your key individuals will be your ideal clients.

Use the key individuals chart to record potential networking leads.

Ask for contact information for further correspondence. The following day after a networking group meeting or event, call or email key individuals to set up meetings with them. Remember, building relationships takes time, give as well as receive, and be authentic.

Your Key Individuals Chart

Name				
Business				
Networking Potential				
Follow Up Email				
Follow Up Meeting				

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Your Networking Leads Goals

What are your business networking goals?

Sample Monthly Goals: I will review 5 business networking groups. I will attend 2 business networking meetings. I will connect with 4 key individuals and meet with all 4 of them. I will give at least 1 referral and receive 1 referral back.

July 2020: I will

August 2020: I will

September 2020: I will

October 2020: I will

November 2020: I will

December 2020: I will