



# Module 5 Cheat Sheet – Build Your Network

## Key Takeaways:

- ✓ The goal when you build a network is to develop relationships for the long-term
- ✓ See where you can help your network in order to build those relationships and 'pay it forward'

## Learning Objective:

- ✓ Find ways to establish and develop relationships so that you have access to engaged potential customers and industry partners

## Why Network?

- ✓ The goal of networking is to build relationships for the long term
- ✓ Networking is a bit like dating
- ✓ Follow-up is key
- ✓ Define your own goals for networking, e.g.:
  - To expand their circle of colleagues in the same sphere of work to build their reputation and visibility
  - To connect with influencers in their field so that they attract possible joint venture partners
  - To share their expertise and showcase their work so that they're recognized as an industry expert





- To stay on top of the latest trends in their industry so they have up-to-date information to share
- To see what their competitors are up to so they can find ways to emphasize their uniqueness
- ✓ How much time do you want to dedicate to networking?
- ✓ Networking is about helping others first and then asking if they can help you

## Quick Tactics

- ✓ Order eye-catching business cards
- ✓ Create a digital business card
- ✓ Sign up to LinkedIn and start networking
- ✓ Attend online meetups and training events, e.g. meetups.com, Eventbrite or similar
- ✓ Run online meetings
- ✓ Join relevant organizations for your sector
- ✓ Go to networking events

## Longer Tactics

- ✓ Set up a virtual summit
- ✓ Attend online conferences and streamed events
- ✓ Organize a virtual trade show
- ✓ Find joint venture partners
- ✓ Create a team networking culture

