Authentic Networking: Working a Room
University of Memphis
Personal Branding Conference
February 20, 2016
Agenda

1. Networking
   - Why we need to network
   - What is networking?
   - Three important points about your network

2. Networking at Events
   - How to work a room (video)
   - Asking open-ended questions
   - LinkedIn and business cards
   - Creating a personal introduction and practice

3. Next Steps and Final Q&A

Evaluation

First, you have to be visible in the community. You have to get out there and connect with people. It's not called net-sitting or net-eating. It's called networking. You have to work at it.  

-Ivan Misner
Create Your Personal Introduction

Create your personal introduction using this three-step structure from writing coach, Alexandra Franzen (www.alexandrafranzen.com).

1) Say what you DO.

_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________

I’m a ______. (I’m a ______ and _______)
I’m currently ______, but what I love most in the world is ______.
I’m currently ______, but what I want to do is ______.
I’m currently ______, and what I want to learn more about is ______.
I make ______.
I teach/show people how to ______.
I run a company called ______.

2) Then say what you REALLY do.

_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________

But really, my work is all about ______.
But what I really do/want to do is ______.
What I really offer people is ______.
Sometimes my work looks like X and sometimes Y, but ultimately it’s all about ______.

3) Tell them WHY you do what you do. (Or ask a playful question.)

_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________

Because ______ is a beautiful thing.
Because if we’re not helping other people to ______, what’s the point?
If we’re not providing a service/product like ______ that people need, what’s the point?
Because when people have the tools they need to ______, communities thrive.
Because ______ doesn’t have to be complicated, and I’m here to prove it.

So tell me. What’s your favorite way to ______?
So tell me. What’s one ______ that’s constantly driving you crazy?
So tell me. What is the best part of your ______?

Now put it all together:

_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________

Jen Frank Coaching 2016, page 3
Personal Introduction Examples

Jen’s Examples
I’m a coach and workshop leader.
I help people set goals, take action and move past obstacles.
But really I help them gain awareness and self-acceptance, because the game-changer in a person’s life is when they become a friend to themselves.

I’m a coach.
I help people get unstuck and reach their goals - and be kinder to themselves in the process.
Can you imagine treating yourself like a good friend?

I’m a coach, workshop leader, and a former fundraiser.
I help people move past obstacles to reach their goals.
Ultimately, everything I do is about building relationships - with ourselves and others.

Alexandra’s Examples
I’m a writing teacher for grown-ups - mostly artists and entrepreneurs - and I show people how to write with speed and simplicity.
Ultimately, all of my work is about helping you get to the point and get what you want.
Because brevity is sexy. And being understood is a beautiful thing.

I’m a writing teacher for artists and entrepreneurs.
Ultimately, all of my work is about helping you get to the point and get what you want.
Because being understood is a beautiful thing.

I’m a writing teacher, and ultimately, all of my work is about helping you get to the point and get what you want.

Student Examples
I’m a student and future financial planner.
I want to help people own their financial futures so they’re in a position to take advantage of more opportunities.
What would you do if money were no object?

I’m a student, but what I love most in the world is financial planning.
What I really want to do is educate young adults so they get off to a great financial start.
Because when you’re not worried about money, your possibilities are wide open.

I’m a student, a financial intern, and an avid traveler.
I want to learn more about financial planning and help others be financially secure.
Because when your finances are in order, you have more time for your other passions.
Where do you you want to go?
Networking
Networking is simply the process of building a network (i.e., collection) of people for career purposes. Build your network (in an authentic way) before you need it; stay in touch with folks; and remember to give back!

Working a Room
Want to watch that fabulous four minute video again from Andy Bounds on how to identify, approach, and engage people at events? It’s here: http://j.mp/savvynetworking

Creating a Personal Introduction
Alexandra Franzen created the three-part personal introduction structure we used. She has great, free content on her website, www.alexandrafranzen.com; scroll to the bottom of the page for the link “Every Post, Ever.” Today’s content is at: www.alexandrafranzen.com/wp-content/uploads/2014/06/How-to-introduce-yourself_20141.pdf

LinkedIn
Don’t have a LinkedIn account yet? Create one today, and here’s a nice tutorial to get you started: https://www.youtube.com/watch?v=U9Q4Bp14Oac

Business Cards
Need some good quality, super inexpensive business cards? Try Vistaprint: http://www.vistaprint.com

Have questions? Need another resource?
Send Jen an email at jen@jenfrankcoaching.com.

If you want to go fast, go alone. If you want to go far, go together.
- African Proverb
Next steps

Don’t forget: Networking gets easier with practice and success is made up of a series of small actions - and not one big leap. So get outside of your comfort zone and explore! Here are some ideas for where you can start:

- create a LinkedIn account
- stay in touch with LinkedIn connections
- ask for an introduction to one of your connection’s connections
- refine and practice your personal introduction
- find an event to go to and practice working the room
- get some business cards made
- learn more about information interviews

Take Action and Explore

What’s the first step you want to take? And when you finish that, what will you do next? Write it down here and put it in your calendar:

My Actions:

1. 

2. 

3. 

Whatever you can do, or dream you can do, begin it. Boldness has genius, power, and magic in it. -William Hutchison Murray