

The Ideal Network - A Step by Step Action Sheet

By Mary Kurek

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(Helpful if you've read other ideal network articles first)

Immediately you can launch a whirlwind of activity that will create a magnetic pull of interesting opportunities and people. This is a fill-in-the-blank guide to help you begin now.

A) List 10 people from your current network who are very supportive and who know lots of people.

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

B) Email, fax or call each of the 10 and tell them you are working on expanding your network this week and are looking to meet people who are (list 3 qualities or specifics about the people you want to meet). Ask them to look through their Rolodex/address books and see if anyone pops up that they think you should know. Ask them to pre-introduce you and to let you know how to follow up. The more specific your request, the more likely you'll get what you're asking for.

C) If anyone responds wanting more clarity, get more precise. They are looking for a way to help you.

D) Make a follow-up list as your network starts making connections for you. Not everyone will respond with something but you should get plenty. As soon as you get names and email addresses/phone numbers for new contacts, follow-up.

E) Your follow-up intro will be that you were simply expanding your network and wanted to meet new people with certain qualities. Your friend (their name) felt they would be someone good for you to know. You will swap general information about yourselves. Ask if they wouldn't mind you getting in touch from time to time in the case that you might like their advice. List your follow-ups below and check them off as you make them. Officially add those you'll want to keep in your network.

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

F) It is not unusual during the course of your conversation for a new contact to give you another contact/resource or opportunity. I call this the spider web effect. List those here. Follow up on those as well.

1. _____

2. _____

3. _____

4. _____

5. _____

G) Send a thank you note to each contact.

H) Notice what happens to you during the time you do this networking project. Do you feel empowered? Are other interesting things happening that aren't related to this project? How can you keep the whirlwind going?

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