Secrets to Staying Connected

Why

Networking is super important to keep your life going forward. All of you life. Personal and professional, surrounding yourself with the right people can help you always move forward in life.

I've said it before, and I'll say it again. I'm an introvert, but networking is one of those things I've done just to build my life and career. With every person I meet, I ask myself how can I help them build their life? With that answer, I also put them into a category of personal or professional. For example, if they are someone that might go a martial arts class with, that's personal. If it's someone that also loves chemistry, that's professional.

When you build your network, you'll also be able to connect others with each other. Say you know someone that can put together an AWESOME event party, and you know of a connection that wants to throw a party. Connecting them means they get what they want – and your reputation grows as well.

How often

This one depends on where you are in your network building. I've received the advice of "every day for a few minutes" to "about a week before you really need them, reach out."

Every day is too much for me. I've got a lot of work to do… and my introversion makes me not so comfortable with that. Reaching out to someone to warm them up right before asking a favour of them seems suspect and in-genuine.

I've found a happy medium that seems to work decently well. Every week on Thursday, which is the day I've designated at as my PR and networking day, I

➢ Send a message to 2 – 3 people that I haven't connected with in a while. I can do this via text, email, or a social media.
➢ Reach out to one 2 – 3 new person on social media that has recently connected with me personally, and one that has connected with the company.
    ○ This could also be a recent contact you obtained the business card for.
➢ Look at the calendar to see if anyone's birthday, anniversary, or other reason to drop a more special gift upon them is coming up.
    ○ If there is one coming within the next month, note that I need to buy a gift or send a card in the planner.
➢ Search local meetups for potential things I can do in order to grow my network.
➢ Search social media for potential digital contacts.
➢ Tweak the scripts/swipe files I've been using.
    ○ I have a few scripts I been using that are very basic. I'm still working on what to say, how to say it.

I spend an hour on this, once a week.

Methods to keep track
– digital or physical contact book
– Asana
– CRMs