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STRATEGY IS ALWAYS ON YOUR MIND WHEN NETWORKING

Strategy is always on your mind when networking. "Please be serious", you might be thinking, "a strategy for networking?" If you are really interested in your own business growth and success, or interested in your career and your personal growth and success, absolutely! **You need to always have a strategy when networking.**

A perfect example to create a networking strategy is happening this week. St. Patrick's Day is on a weekday (Thursday). In the Northeast, there is a lot going on that day. You might have a networking breakfast to attend. It is possible you will be able to secure one or two in-person meetings or appointments in the morning.



There will be a networking luncheon you will be able to attend. In the early evening, there will be a networking event to attend and there will certainly be a few options for gatherings to appear at afterwards.

How do you make the most of all of these opportunities?

There are numerous approaches to networking. Here is one suggestion for you based upon the potentially busy day outlined above. The day before your busy day take the time to consider the following:



What five companies do I really want to obtain a warm introduction into?



What five people would I want a warm introduction to?



Either on 3 X 5 cards or your phone or PDA make a note of these.

You will want to bring up any of these company names or people whenever you have an opportunity and see if any of the people you meet might know someone at the companies or may know the people on your list. After each meeting or event, spend a few minutes noting on the back of business cards or on the note cards, PDA or your phone, anyone who has offered to assist and with which contact item.

Throughout your day continue this process. You may note as your day is progressing that one or two companies or people have no notations and others have numerous notations. If this is taking place, at your next event lead with the names of the companies with no notes or people with no contacts yet. **Increase the number of people you mention these to in a conversation.**

A word of caution, it is assumed you have been following previous networking advice and you are always beginning with how you may be of service to the people you are speaking with. Pay attention as you are listening for key ways you may personally help out or make a connection to provide help. **Your goal is to create a relationship first.** At some point after you have had these conversations is when you will bring up what you are seeking.

This is not being cold or calculated. It is the process of being a smart business person who has the awareness of the fact that networking is as important to the success of your business as

anything else and maybe more so. **Take the time to plan and strategize in your networking and the payoff will be huge!**

Are you seeking to have an expert take your networking strategy for your business to the next level? Contact Mitch Tublin, expert business strategist, today and book your initial business breakthrough session today.

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