The Principles of Effective and Effortless Networking

The Approach: Prepare and Connect and Share and Be Relevant

1. Prepare
   - Do your research
   - Have a strategy and a goal
   - Create your Elevator Pitch.
   - Come with a positive attitude

2. Connect
   - Channel your Flow Self
   - Start with someone safe
   - Ask questions, listen and show genuine interest
   - Find areas of common interest
   - Be authentic
   - Tell the person what impact they are having on you

3. Share
   - Provide information and/or share contacts that could be interesting, relevant or useful to the other person
   - Look for the appropriate time to talk about yourself
   - Use Your Elevator Pitch
   - Ask the person for a follow-up encounter

4. Be Relevant
   - Follow-up with everyone with whom you made a connection
   - Send out written thank-you notes to everyone who helps you
   - Keep the person informed about what you are doing
   - Continue to share relevant information