



## How To Be A Strategic Networker to Get More Clients Now

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**If you want a steady stream of referrals, you have to** be the one that makes it happen and that means building a referral system. Yet, you might be working very hard at networking and wondering why you aren't receiving a steady stream of referrals.

**If you're not regularly getting referrals from your networking, it is likely because** you don't have a system in place. Before you attend your next networking event, try this approach:

### Be Selective Where you Network

**Although you might have networked at the same places for years, take a minute to evaluate if you're networking in the *right* places. You might be working harder than you need to.** Before you register for an event make sure to ask yourself these two questions:

- (1) Will I reach my ideal clients at this event?
- (2) Will I connect with people who can introduce me to my ideal clients at this event?

**If the answer is yes, then attend the event.** As you enter the room, identify who you know and who you don't know. While you may be tempted to gravitate toward people you already know, approach the individuals you haven't yet met to grow your network. Remember to follow up with those you just met after the event.

### Be the First to Give a Referral

Effective networking is not about trying to sell your services to people you just met but to create long-lasting referral relationships. The next time you attend a networking meeting, focus on the other person. Ask them about their target market, how they selected their line of work, and to describe their ideal referral.

Then, set up a meeting between them and their ideal referral. What a great way to create a relationship. They'll surely remember that you proactively helped them out.

### Be Prepared to Receive Referrals

When someone says, "If I can ever help you, please let me know", be prepared to answer it! Remember to be exact to attract. If you sell insurance, don't say, "I'd like to be introduced to anyone who needs insurance". It's too broad to paint a picture in your referral source's mind. Instead, give them a specific description:

- An introduction to a key contact at a specific company you've been trying connect with for years.
- A motivational speaker for an upcoming nonprofit event that you're planning.
- A contact name for a radio show that broadcasts to your ideal audience.

**When you take a strategic approach to networking, you identify partnerships by design and jump start your referral system.** Once you build your referral system, your partnerships will fill your pipeline with qualified prospects wanting to do business with you.

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