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# Motivated Networking Follow-Up

Seven Keys to Building a Network that  
Works for You



Presented by:

Kathy McAfee, America's Marketing Motivator

*This workbook belongs to:*

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# Professional BIO

## Kathy McAfee

Kathy McAfee is **America's Marketing Motivator**, a professional speaker and executive presentation coach. Her mission is to motivate business leaders to effectively use their energy, knowledge and resources to create more positive changes in the world.

Her company, Kmc Brand Innovation, LLC, works with motivated business executives and ambitious entrepreneurs to help them become the recognized leaders in their fields by mastering the art of high engagement presentations and more effective networking.

Kathy is the author of *Networking Ahead for Business: The Best Vehicle to Get More Customers, Make More Friends and Create More Opportunities for Yourself and Others* (Kiwi Publishing)

In her role as **Executive Presentation Coach**, she helps her clients increase their confidence, credibility and influence by going PowerPoint-FREE, engaging the audience and moving them to action. She is an approved trainer for LIMRA International's executive development program, where she teaches insurance and financial service corporate executives how to be better presenters.

A certified master practitioner of Neuro Linguistic Programming and a certified Blind Spots executive coach, Kathy also serves as an executive coach, helping her clients groom their high potential talent for future leadership positions.

Over the past twenty years, Kathy has held numerous corporate positions, bringing marketing success to the likes of Levi Strauss & Co., Maybelline, Southcorp Wines of Australia and ADVO, where she served as Vice President of Marketing Services. Living and working in England for three years, she led European marketing initiatives for an international vision care company. Regarded as a passionate "agent of change," she has successfully leveraged her diverse experiences to bring innovation and growth to many companies and industries.

A graduate of Stanford University in economics, Kathy is on the board of directors for the YWCA of the Hartford Region and an active volunteer for Soroptimist International. She has earned her black belt in Tae Kwon Do and is a proud foster/adoptive parent of thirteen year old twin boys. She and her family currently reside in Simsbury, Connecticut.

To learn more, visit her web sites [MarketingMotivator.net](http://MarketingMotivator.net) or [NetworkingAhead.com](http://NetworkingAhead.com) or connect with her on-line at <http://www.linkedin.com/in/kathymcafee>. She can be reached at **(860) 408-0033** or email her directly at [Kathy@MarketingMotivator.net](mailto:Kathy@MarketingMotivator.net)

**MARKETING MOTIVATOR** 

## Why is Networking and Follow-Up Important?

Now, more than ever, your best investment is in building and strengthening your personal and professional network. Who you know and who knows you is vital to your short and long term career and business success. Your ability and commitment to diligently follow-up with the people in your network (new and old) will largely determine the extent of your networking success.

“Networking is the art of building and sustaining mutually beneficial relationships”... *before you need them.*

- Diane Darling, The Networking Survival Guide

“In many ways, you are your follow-up. It's an observable example of what it's like to work with you and/or be your friend. How you follow-up with networking leads and connections is a demonstration that you're worthy of future investment (or not).”

- Claudia Lindsey, Marketing Executive

## What's in it for me?

1. My Reputation \_\_\_\_\_

2. My Results \_\_\_\_\_

3. My Relationships \_\_\_\_\_

4. What else do I have to gain from more effective networking follow-up?

\_\_\_\_\_

## Key Message

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If you want more value from your networking investment of time, money and effort, then you must create and commit to a system of motivated follow-up that is:

- **T**argeted - decide who you are going to invest in. While everyone has value; you must strategically choose with whom you will spend your time and energy with;
- **H**elpful - your follow-up should help to solve problems and create value for other people;
- **E**fficient - your follow-up should be easy to do and it work for you and the other parties;
- **R**eliable - people can count on you to do what you promised that you would do in a timely, fashion and consistent manner;
- **A**ccessible – You should be visible, easily findable and available to them both on-line and off-line. You reach out to them on a frequent basis;
- **P**ersonalized - your follow-up should make them smile and they should know that you care about them.
- **Y**ippee! – you can have a lot more fun and joy when you follow-up.

Notes

## What are you demonstrating with your follow-up?

Marketing executive Claudia Lindsey offers some straight-forward advice on the importance of following up with networking leads and connections that other people offer you.

1. **Courtesy** - Your referrer has invested in you by giving you a connection. They didn't have to share this information, but chose to. Your follow-up is the return on that investment. You also want to demonstrate that you're worthy of future investment.

2. **Image** - How you respond to the connections you receive represents who you are to both the referrer and the connection. That is, your follow-up is the tangible example of what it's like to work with you and/or be your friend. You ARE your follow-up to these people.

3. **Staying Current** – You must strive to stay current with the practical application of new ideas, technology or approaches. You can and should read everything you can get your hands on. Following up with and learning from people outside your daily routine is also a great way to keep yourself current. Mixing with people who have different experiences from you will help you achieve an up-to-the-minute applied intelligence. This will make you more valuable to the people that you network with.

4. **Visibility and Mobility** - You manage your personal visibility and mobility by accumulating connections that are motivated to share information about ideas and opportunities. **These valuable connections are most likely to be outside your close circles.** They have access to different information pools than you do. If they have a positive impression of you, they will be more likely to help you. Accumulating more "distant" connections that are motivated to share information demands active follow-up.

Not all connections merit the same quality, frequency or intensity of response. They aren't all equally on-target. Yet, all of them deserve courteous follow-up that burnishes your image. Here's to your networking success!

**About the writer:** Claudia Lindsey is a marketing executive with a diversity of disciplines within the insurance industry, including marketing, distribution, strategic planning, operations and business/IT interface. Her experience spans property and casualty companies, healthcare companies and independent insurance brokerages. Follow-up and its close cousin, collaboration, are cornerstones of her leadership style. Claudia is based in West Hartford, CT. To contact Claudia, you can email her at [cflindsey@aol.com](mailto:cflindsey@aol.com) or call her at 860-690-0714



## Be more TARGETED with your networking follow-up

**Strategy:** Identify your Top 50 networking contacts and commit to staying in regular touch with them.

### **Criteria for selecting your Top 50 networking contacts.**

People...  Who you care about;  Who care about you;  Who you can help;  Who can help you.

People...  Who know you well;  Who you have a relationship with;

What other criteria is important to you? \_\_\_\_\_

**Can you list at least 10 of your most important networking contacts that meet the above criteria?**

1. \_\_\_\_\_

6. \_\_\_\_\_

2. \_\_\_\_\_

7. \_\_\_\_\_

3. \_\_\_\_\_

8. \_\_\_\_\_

4. \_\_\_\_\_

9. \_\_\_\_\_

5. \_\_\_\_\_

10. \_\_\_\_\_

**Next Steps.** Now that you've done that, how about identifying the other people in your Top 50 contacts within your active networking circle? *(use separate sheet)*

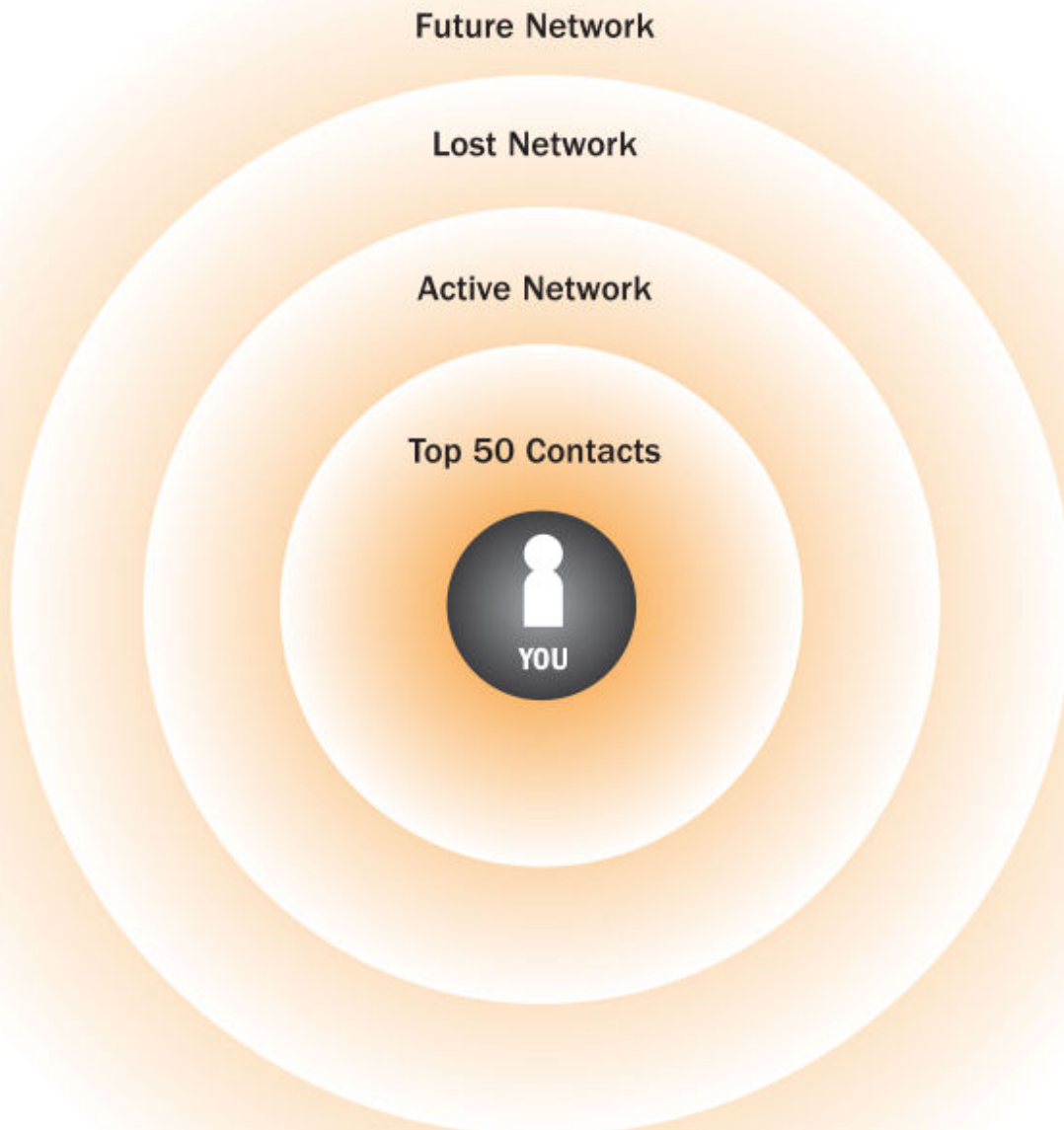
**Stay in touch with top networking contacts using 50-5-10-2 strategy.** Contact your top 50 contacts, once every five weeks or so which means you make 10 contacts a week or 2 contacts per day.

**How you can make this very do-able.** Do you have a cell phone? Do you commute? Program the telephone numbers of all Top 50 contacts into your phone. Make one networking call on the way to work and one networking call on the way home. *(Note: avoid distractions while driving)*

# Be more TARGETED with your networking follow-up

**Expanding your network and sphere of influence with your targeted follow-up.**  
The goal of networking is to expand your sphere of influence. This can be done by accessing these major spheres of your network.

## Your Sphere of Influence



© 2010, Kathy McAfee

## **Be more TARGETED with your networking follow-up**

1. **Your ACTIVE network** – the people that you work with and stay in touch with on a regular basis. They are in your daily world. At the center of your active network is YOU; followed by your Top 50 contacts; followed next by all the people in your Active network. These people are the easiest to develop relationships with because of their proximity to and regularity in your life.
  
2. **Your LOST network** – also known as your past network. These are the people that you used to work with, live next door to, go to school with, etc.. At one time you were really close with them, but then lost touch. You can re-connect with them through the use of the social on-line networking sites.
  - a. Think about 3 people that you used to be really close to, but have lost touch with.
  
  - b. Now, think about how you might find them and successfully reconnect with them.
  
3. **Your FUTURE network** – the people you would like to add to your network. You can target specific people and reach them through your active network or other means. Learn to ask for warm introductions to these people. It's far better than cold-calling them. Serendipity can also work, but should not be your principle networking strategy.
  - a. Name a person that you would like to meet and add to your professional network?
  
  - b. Now, who in your active network could you ask for a warm introduction to that person?

## **Be more HELPFUL with your networking follow-up**

Your networking follow-up should strive to create value in people's lives by helping them to solve problems, connecting them to other people who can help them or by sending them useful information, web site and resources that they can use. If you've worked with them and had a good experience, why not write them a recommendation on LinkedIn? It doesn't cost you anything and can really help someone else. Lastly, remember that the simple act of adding a little humor and levity to someone's day can be helpful. Why not brighten someone's day and make them smile with your networking follow-up?

**Find out what would be most helpful to them.** Just ask them:

- "How can I be service to you?"
  
- "How can I best stay in touch with you?"

### **What kind of follow-up do you appreciate receiving from other people?**

Think about a time when one of your networking contacts created value for you with their follow-up? What did you find most helpful about it? Could you model this in your networking follow-up behavior?

Conversely, what do you find not helpful in other people's networking follow-up? What would you want to avoid?

Write down 3 ideas of how you could make your networking follow-up even more helpful to others?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## Be more EFFICIENT with your networking follow-up

You can make more of your limited time by finding systems that allow you to do your follow-up faster, easier and more repeatable. There are many **Contact Management Systems** (CMS) out there, such as ACT, Goldmine, CardScan, MS Outlook, etc. Many can be effective in managing your contact database, but do they help you in maintaining consistent, regular outreach? Can you find an efficient system that can do both of these important functions? I have found one and it's called...



I use SendOutCards.com to do the majority of my networking follow-up. It's fast, efficient and stores my data for future use. It is also highly personalized. Over the past 3½ years, I have sent out 6,551 cards and letters to my networking contacts, clients, prospects and family members. It is one of the "secret weapons" to my networking success!

Here are six reasons why I am an enthusiastic user of SendOutCards and perhaps why you might consider trying it for your networking follow-up system:

1. **SendOutCards** allows me to build a contact manager database easily over time. Every time I send a card, it stores the name, mailing address and any other information I provide, including personal information, like birthdays, anniversaries, kids' names, etc. It also keeps track of all the cards I've sent that person.
2. **SendOutCards** allows me to send a customized, personalized message, using my own handwriting font. I can also send personalized photos or make custom cards that feel like my brand. I can scan my business card on put the image inside the greeting card.
3. **SendOutCards** allows me to act on my intentions with speed and efficiency. Once I meet someone who I want to get to know better, I send them a card the same day. I never have to add that action to my "to do" list. I can take care of it at the click of a mouse!
4. **SendoutCards** is fast and easy. I choose a card from among their 15,000 designs. I write the message. I type in the mailing address or pull it from my existing contact list. They print it. They stamp it. They mail it through the postal system. It's that easy to stay in touch!
5. **SendOutCards** is less expensive than purchasing greeting cards at the retail store. It also saves time. I don't have to go to the store or the post office to get the supplies I need to send a highly personalized follow-up card. I save time, gas and hassle not running around town to get my cards and letters sent.
6. **SendOutCards** offers the opportunity to generate passive residual income for those entrepreneurs who are interested in creating financial freedom for themselves and others. It's easy to share SendOutCards and recommend it to friends and associates.

You can open up a no-cost trial account at [www.MotivatingCards.com](http://www.MotivatingCards.com) and send a card for free on me!

## Be more RELIABLE with your networking follow-up

**Problem #1:** You make promises that you can't keep.

Overpromising and under-delivering are very harmful to one's professional reputation. While your intentions might be positive, the impact of unfulfilled promises is bad for your reputation and your relationships. People learn that they can't count on you.

Have you ever had this experience? How did it make you feel?

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**Problem #2:** You have a fantastic first meeting and then nothing. Neither party follows up.

Have you ever had this experience? How did it make you feel?

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**The Golden Rule in Networking:** If you offer to help them, you must follow through promptly and effectively. You must be reliable and do what you say you are going to do every time.

**Suggestion:** If you can think of multiple connections for that person, ask which one would be most helpful right now. Then agree to take action to make that warm introduction for them. You can "save" the other connections for another time, when you both have the time and focus to act upon them. Ask them:

*"Which of these connections would be most meaningful to you right now?  
Let's go ahead and set that one up."*

**Other ideas** to help make you more consistently reliable in your networking follow-up?

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## Be more ACCESSIBLE with your networking follow-up

Don't become a slave to your work projects or your "To-Do List", and let your networking relationships slip away. Make the time to get out of the office and network with people (current and new). Budget the time and make it part of the weekly routine.

You can do this in person, over the telephone and through the new social on-line networking sites that are changing the way we connect and maintain our relationships. Learn to use all channels of communication to your advantage.

- **In Person:** You need to show your face and meet with people in person periodically. If you belong to networking groups (chambers, non-profit groups, clubs), make it a priority to attend the regular meetings. Also, make some time to sit down for coffee/tea with new people. The telephone is a very effective networking tool. Make sure you leave your contact information with every touch point: email, voice mail message and business card. Make it easy for people to find you.
- **On-Line:** Use the fast growing social on-line networking tools to help you easily connect with people, including your active, lost and future contacts. We are living at a time when technology helps to dramatically increase our visibility, reach and access to influential people. If you haven't already done so, it's time that you figure out how you can leverage these new tools. Be careful not to abuse email in your networking follow-up. Most people are over-whelmed with too much email.

- Do you have an account on one or more of the Big 3 social media sites?

[www.Linkedin.com](http://www.Linkedin.com)    [www.facebook.com](http://www.facebook.com)    [www.twitter.com](http://www.twitter.com)

- What other on-line networking communities do you belong to? \_\_\_\_\_
- When was the last time you checked in and updated your profile? \_\_\_\_\_

Here are five things you might consider doing to take advantage of these fast growing, new ways of connecting and communicating:

1. Pick one social media site to get involved with. Fill out your on-line profile completely, include a *professional photo* to help people identify you. There may be people with your same name.
2. Spend 10-15 minutes per day checking in with your social media sites. Try to post something at least once per week, to let the world know that you're still alive and contributing.
3. Poke around and see what kind of special communities and utilities these sites are offering. Advanced users can get more involved by answering questions and joining special groups.
4. Attend seminars and learn more about how other business people are using these social media sites to grow their networks, their careers and businesses.
5. Hire a savvy college student to help set you up and train you on how to leverage on-line social media sites to your career and business advantage.

## Be more PERSONALIZED with your networking follow-up

**How personal are you with your follow-up?** This is where you can really differentiate yourself in your networking. Imagine expressing your own personal brand in your networking follow-up? Sending something that people know in an instant that it is from you...and more importantly, that it was created especially with them in mind! Now, that's personalized. Take this survey:

	<b>Always</b>	<b>Sometimes</b>	<b>Never</b>
I routinely send hand-written notes to my networking contacts after I meet with them.			
I leave upbeat voice mails that are short and make them want to call me back.			
I send visually appealing emails to my contacts with subject headlines that are clear and concise.			
I make it a habit of sending birthday cards to my networking contacts.			
I call and sing the Happy Birthday song or leave well wishes on their voice mail.			
I drop personalized postcards to my networking contacts from time to time.			
I know a lot about their personal lives. For example: name of their spouse, children, favorite hobbies, favorite places.			
I actively keep track of their personal interests.			
I call them just to say hello and that I was thinking about them.			
I let them know what's going on in my business and life and share my passions and interests with them.			
I share my accomplishments and successes with them			
I celebrate and acknowledge their accomplishments			
Other:			

## Experience more YIPPEE when you do your follow-up

**How can your networking and networking follow-up be more fun?** That's the big idea behind the Y in the THERAPY networking follow-up model. It doesn't have to be a drag, chore or other energy draining activity. Networking follow-up can create energy in your life. Here's how...

- Find fun ways to stay in touch with your networking contacts. Bring your own personality into it and share more of you when you network.
- Get more physically active when you spend time with people in your network. Perhaps a special outing, like golf, a trip to the day spa for a manicure or a short walk together would be more invigorating than meeting for coffee or drinks.
- Laugh more – make it a point to bring more joy to your networking and networking follow-up.
- Be generous with your time and ideas. Allow yourself to get immersed in someone else's world for a few minutes. Perhaps their ideas, challenges and opportunities may invigorate you.
- Say thank you more often. Let people in your network know that you appreciate them. For example: *"I'm very glad that you and I are connected"* or *"I feel very fortunate to have you in my professional network."*
- Get yourself in the right state of mind and body before you do your networking or networking follow-up. Don't allow yourself to be low energy or grumpy when you make calls or attend meetings. Re-set your attitude by doing something physical (exercise, cold shower, wash face) or lift your spirits by watching something funny or recalling a powerful, positive memory from your past.
- Find joy in other people's accomplishments. Feel good that you have helped them in some way.
- Be aware of when you are having a "pity party" or feeling sorry for yourself. Choose to make it a short party or cancel it altogether and get on with the business of energizing your life with positive people and new opportunities.
- Stop hanging around with negative people that bring you down. If you live with these people, learn how to activate your invisible force-field.
- Do something that you love to do and that puts you in a positive, healthy state of mind and body. Avoid abusive substances, limit the alcohol and bad food and reading the killer headlines in the media.
- Send more greeting cards and gifts. Learn to act on your promptings and reach out in kindness to others on a daily basis.
- Other Ideas to have more fun and joy in your networking? \_\_\_\_\_
- \_\_\_\_\_

# Additional Resources for the Motivated Networker

## Books & CD's

- **Networking Ahead for Business** by Kathy McAfee (Kiwi Publishing)
  - Purchase book on Amazon.com or [www.NetworkingAhead.com](http://www.NetworkingAhead.com)
- **Perfect Your Pitch** by Kathy McAfee
  - Audio CD digital download –purchase at:  
<http://marketingmotivator.net/downloads/networking-skills/>
- **Motivated Networking Follow-Up** by Kathy McAfee
  - Audio CD digital download –purchase at:  
<http://marketingmotivator.net/downloads/networking-follow-up-skills/>
  - DVD live presentation - purchase at: <http://marketingmotivator.net/downloads/dvd-programs/>
- **Never Eat Alone** by Keith Ferrazzi
- **The Ripple Effect** by Steve Harper “Mr. Ripple”
- **The Networking Survival Guide** by Diane Darling
- **Book Yourself Solid** by Michael Port

## Web Sites

[www.MarketingMotivator.net](http://www.MarketingMotivator.net)

[www.MotivatedNetworker.com](http://www.MotivatedNetworker.com) - videos, tips and helpful resources on networking

[www.NetworkingAhead.com](http://www.NetworkingAhead.com) – sign up for the Networking-How-To weekly tips

[www.MotivatingCards.com](http://www.MotivatingCards.com) - personalized greeting card follow-up system.

[www.EffectiveNetworking.com](http://www.EffectiveNetworking.com)

[www.RippleCentral.com](http://www.RippleCentral.com)

[www.keithferrazzi.com](http://www.keithferrazzi.com)

## Social On-Line Networking Sites

[www.Linkedin.com](http://www.Linkedin.com)   [www.Twitter.com](http://www.Twitter.com)   [www.Plaxo.com](http://www.Plaxo.com)

[www.Facebook.com](http://www.Facebook.com) [www.NetworkingAhead.com/Facebook](http://www.NetworkingAhead.com/Facebook)

**Motivating Lunch ‘n Lead Seminars** are facilitated by Kathy McAfee, America’s Marketing Motivator. Choose between a variety of stimulating and relevant topics to foster more rapid business growth and individual professional and personal development. (see next page)

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# Motivating Seminars

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**“It’s like brain food for your team.”**



Motivating Lunch ‘n Lead Seminars from Kathy McAfee are designed to stretch the thinking of your team and to motivate them to action. Choose from one of our popular topics or request a custom topic pertinent to your current business challenge.

You gather the team, provide the venue and lunch. We’ll supply the content, facilitation and the motivation to re-activate your workforce.

**Check out our menus of savory business topics:**

## **MOTIVATED PRESENTER Series:**

- Don’t Bore Your Audience:** Learn to avoid the most common presentation pitfalls and discover easy things you can change in order to ace your next presentation.
- Presentation Openings that WOW your audience.** Learn how to hook their attention in the vital first few minutes of your presentation. High engagement techniques, tips and creative ideas will be shared with participants.
- Plan to Succeed at Your Next Presentation.** Learn how to use the Clean Sheet Thinking™ methodology to save time and to increase your presentation success.
- Handling Questions like a Professional.** Introducing the “Build-a-Better-Question” technique and other ways to answer difficult questions and manage audience interruptions and interaction.
- Leveraging Peer Feedback.** How to seek out and use peer feedback to become a more powerful presenter and build a stronger team.

## **MOTIVATED LEADER series:**

- Staying Motivated in Your Job:** How to keep yourself in the right state of mind and body to perform at your best on the job and enjoy it more. Inspirational and practical ideas to move from pity party to a more powerful you.
- Overcoming Meeting Mania:** How to reduce unproductive meetings and get more satisfying results for your business time. Learn when and how to decline meeting invitations to save time and money. You will be introduced to useful tools to help improve your pre-planning, meeting agendas and meeting summaries activities.

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# Motivating Seminars

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## MOTIVATED NETWORKER Series:

- Perfect Your Pitch.** How to position yourself more effectively in business networking situations. Dial up the five critical factors of your thirty-second commercial in order to attract the right kind of people and opportunities.
- Motivated Networking Follow-Up:** bolster your reputation, results and relationships with more effective follow-up. Learn to employ time-saving follow-up systems and techniques to get more business mileage from your networking efforts.

## MOTIVATED COMMUNICATOR Series:

- Your Body Language Doesn't Lie.** How to leverage your non-verbal communication to help you be more persuasive and effective with other people.
- Avoid Communication Mishaps.** Ho to align your communication with other people's preferred channels of communication to create stronger connections and results with them.
- Master Your Mind for a Change:** NLP self-mastery techniques to improve your "inner game" and propel your career and business results. Learn to master your thoughts, emotions and physiology for better outcomes in business and in everyday life.

## How it works.

You gather the team. You provide the venue and lunch. We'll supply plenty of motivating content to get the business discussion going!

- Recommended size of group: 10-25 people
- Recommended time allotment: 90 minutes
- Check the latest seminar topics at <http://marketingmotivator.net/speaking/motivating-seminars/>
- To book your motivating lunch 'n lead seminar, please contact Kathy McAfee at **(860) 408 -0033** or email her at [Kathy@MarketingMotivator.net](mailto:Kathy@MarketingMotivator.net)
- For more information, please visit: [www.MarketingMotivator.net](http://www.MarketingMotivator.net)