

# THE 29% SOLUTION

## 52 Weekly Networking Success Strategies

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The Web site for this book is at [www.29percentsolution.com](http://www.29percentsolution.com).

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**MAIN IDEA**

Only about 29 percent of businesses network effectively. That’s unfortunate because well networked companies enjoy some very attractive benefits:

- Networking can help you build your word-of-mouth marketing activities, one of the most important ways to grow a business.
- Networking is one of the most vibrant ways you can grow your business and enter new markets.
- More than eight out of ten businesspeople belong to a networking group making this a huge market to tap.
- Networking builds social capital at the same time as it enhances and magnifies word-of-mouth recommendations.

In short, if you learn how to work the networking process well, you can serve your existing clients better and gain new clients more rapidly. To get up to speed with business networking, commit time each week to learning how to integrate networking into the way you do business. By the time you’ve gone through 52 different networking strategies over the course of a year, you’ll be much better equipped to harness networking to generate new revenue streams for your business in the future.

Don’t just sit back and admire the potential benefits of networking. Get into action and do some networking every week. Follow the 52-week plan to become skilled at business networking.

*“It’s not ‘NET-SIT’ or ‘NET-EAT’ – it’s ‘NETWORK’. Successful networking is about learning how to ‘work’ the networking process – not just letting it happen. The word networking has become so overused that some business professionals can no longer define it. Many people think that networking is attending social or business after-hour events, shaking a few hands, collecting a few cards, and, of course, giving away a few cards of their own. Sadly, they actually believe that’s all there is to networking. To be fair, we could say they’re engaging in social networking. That’s never to be confused, however, with business networking. Networking is the process of developing contacts and relationships to increase your business, enhance your knowledge, expand your sphere of influence, or serve the community. Networking for business growth must be strategic and focused. Not everyone you meet can help move your business forward – but everything you do can be driven by the intention to grow your business. The fifty-two weekly strategies will help you focus your efforts so that you’ll begin to reap the benefits of effective business networking.”*

– Ivan Misner and Michelle Donovan

**1. Create your future . . . . . Page 2**

- Week 1 – Set networking goals
- Week 2 – Block out time to network
- Week 3 – Profile your preferred client
- Week 4 – Recruit a word-of-mouth marketing team
- Week 5 – Give before you get
- Week 6 – Build your networking database
- Week 7 – Master the top ten traits of networking

**2. Expand your network. . . . . Page 3**

- Week 8 – Diversify your contacts
- Week 9 – Meet more of the right people
- Week 10 – Reconnect with people from your past
- Week 11 – Talk to your extended family
- Week 12 – Get out and about
- Week 13 – Use Web resources which are available
- Week 14 – Become a center of influence

**3. Go the extra mile. . . . . Page 4**

- Week 15 – Become a genuine value-added resource
- Week 16 – Become a catalyst for others
- Week 17 – Find someone to be accountable to
- Week 18 – Volunteer for things and be visible
- Week 19 – Send thank-you cards to people
- Week 20 – Get into the habit of following up

**4. Get Value for your time . . . . . Page 5**

- Week 21 – Be at the top of your game 24/7
- Week 22 – Get active in social and sports settings
- Week 23 – Make meal meetings productive
- Week 24 – Ace making a powerful first impression
- Week 25 – Find or form a networking group
- Week 26 – Join your local Chamber of Commerce
- Week 27 – Sponsor some appropriate events
- Week 28 – Host events with a network purpose

**5. Control your communications . . . . . Page 6**

- Week 29 – Ask purposeful directed questions
- Week 30 – Always talk about benefits, not features
- Week 31 – Profile your business effectively
- Week 32 – Always be passionate about what you do
- Week 33 – Get the most out of your business cards

**6. Become the expert. . . . . Page 6**

- Week 34 – Give a high-value presentation
- Week 35 – Create a newsletter which is informative
- Week 36 – Learn how to write a press release
- Week 37 – Write your identity in the public eye

**7. Capture your success stories . . . . . Page 7**

- Week 38 – Ask clients for written testimonials
- Week 39 – Write down two success stories
- Week 40 – Write a personal introduction
- Week 41 – Don’t be afraid to toot your own horn

**8. Do What Others Don’t . . . . . Pages 7 - 8**

- Week 42 – Always ask for feedback from clients
- Week 43 – Adopt the attitude of a host
- Week 44 – Capitalize on other companies you deal with
- Week 45 – Use your influence to solve problems
- Week 46 – Ask for referrals the smart way
- Week 47 – Look for referrals when reading the paper
- Week 48 – Conquer your fear of public speaking
- Week 49 – Become the hub of a genuine power team
- Week 50 – Become a networking mentor
- Week 51 – Recruit an advisory board
- Week 52 – Commit to lifelong learning

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