



Networking Strategy Template

(NOTE: Please make a copy of this document so you can edit directly)

1. Networking Goals

Define Your Objectives:

- **Objective 1:**
 - Description:
 - Success Indicators:
 - **Objective 2:**
 - Description:
 - Success Indicators:
 - **Objective 3:**
 - Description:
 - Success Indicators:
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2. Identify Key Contacts

Current Network Assessment:

- **Contact 1:**
 - Role/Organization:
 - Current Relationship Level:
 - Potential Value:
 - Next Steps:
- **Contact 2:**
 - Role/Organization:
 - Current Relationship Level:
 - Potential Value:
 - Next Steps:

New Contacts to Pursue:

- **Target Contact 1:**
 - Role/Organization:
 - Reason for Connection:
 - Initial Approach Plan:
 - **Target Contact 2:**
 - Role/Organization:
 - Reason for Connection:
 - Initial Approach Plan:
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3. Outreach and Engagement Plan

Method of Outreach:

- **Current Contact 1:**
 - Preferred Communication Method (e.g., email, LinkedIn, phone):
 - Initial Message Draft:
 - Follow-Up Strategy:
 - Engagement Tactic:
 - **Current Contact 2:**
 - Preferred Communication Method:
 - Initial Message Draft:
 - Follow-Up Strategy:
 - Engagement Tactic:
 - **Target Contact 1:**
 - Preferred Communication Method:
 - Initial Message Draft:
 - Follow-Up Strategy:
 - Engagement Tactic:
 - **Target Contact 2:**
 - Preferred Communication Method:
 - Initial Message Draft:
 - Follow-Up Strategy:
 - Engagement Tactic:
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4. Networking Events and Opportunities

Identify Relevant Events:

- **Event 1:**
 - Date/Location:
 - Key Attendees:
 - Goals for Attendance:
- **Event 2:**
 - Date/Location:
 - Key Attendees:
 - Goals for Attendance:

Preparation for Events:

- **Event 1:**
 - Materials to Prepare (e.g., business cards, elevator pitch):
 - Pre-Event Research:
 - **Event 2:**
 - Materials to Prepare:
 - Pre-Event Research:
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5. Relationship Maintenance

Regular Check-Ins:

- **Current Contact 1:**
 - Frequency of Check-Ins:
 - Preferred Methods:
 - Topics of Interest:
- **Current Contact 2:**
 - Frequency of Check-Ins:
 - Preferred Methods:
 - Topics of Interest:
- **Target Contact 1:**
 - Frequency of Check-Ins:
 - Preferred Methods:
 - Topics of Interest:
- **Target Contact 2:**
 - Frequency of Check-Ins:
 - Preferred Methods:

- Topics of Interest:

Value Addition:

- **Way to Add Value for Current Contact 1:**
 - Description:
- **Way to Add Value for Current Contact 2:**
 - Description:
- **Way to Add Value for Target Contact 1:**
 - Description:
- **Way to Add Value for Target Contact 2:**
 - Description: