

Soul Design Strategy

Conscious F.U.T.U.R.E. Mastery

NETWORKING TIPS

HOW TO CHOOSE THE TYPE OF EVENT/GROUP THAT WILL CONVERT TO CLIENTS

Look at your own background before coaching or your specific interest that is a natural part of your personality. Then look where do people like that hang out. Joining these groups will create a natural commonality.

Examples: If you have a financial background before you started coaching, you might find clients in accounting/bookkeeping groups. If you are interested in birds or early morning hikes, you might find clients in bird-watching or hiking groups.

SOCIAL NETWORKING TIPS FOR CONVERTING CONNECTIONS

ONLINE

Good manners are important.

- 1- **Always personalize everything - custom touch goes a long way.** Any invitation on any social network can be personalized. Do not just use the automated pre-filled sentence – *customize!* Give them a reason why you want to connect with them, be sincere and real.
- 2- When inviting to “fiend”, to connect, to attend something, always nonchalantly **remind them how you know each other.** We all meet so many people online that it can be hard to keep track, so don't make them work – give them a clue why you are writing to them so they remember you.

Examples: “I loved that FB live you did and it was so nice that you liked my comment about____”
or “I enjoyed reading your answer to the question I posted in ____ group and would love to continue that conversation”,
or “Hope you didn't get rained on too hard running to your car after ____ event last Tuesday!”

TIP: if someone is inviting/friending you and you do not remember how you know them – **ASK them!** Message and ask directly. This will weed out spammers from useful contacts and instantly creates a more personal connection..

- 3- **Share your expertise** in social groups so people get to know you – instead of promoting your offers directly. Wait for them to come to you, never go after anyone. When sharing/commenting in groups, give small tips, care and relate (empathy), ask a question that might show them what they are not seeing, etc. – i.e. **NO FREE COACHING.** *Good rule is 3:1 – comment on 3 separate posts in that group, then post one of your own.*
- 4- **Use an open-ended way of interaction.** If you are commenting on someone's post, do not write it in a “boom, this is how you do it!” style, instead try “what about ____?” or “one of the ways to do this can be _____. Have you tried that?” **The goal is always to CONTINUE the interaction, NOT to ANSWER the question 😊**

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- 5- **Be respectful of people's limitations.** Not everyone will be willing to stretch their perception to understand your point even if it is a good point 😊

After they invested with you, then you can have more direct conversations that challenge their limitations. But in the social groups – **share opinions and be unique enough, but do not push if they didn't go with it.**

Also please do NOT be the other extreme – “vanilla” all the way with “nice” only. That does no one any good and just pollutes the internet! It is sweet to post heart emojis here and there as a comment but if this is all you do in a networking social group, why would they think you are an expert in anything? **Show up as who you are and what you know, what you stand for. Be clear. But be kind and respectful** in your delivery of it.

SOCIAL NETWORKING TIPS FOR CONVERTING CONNECTIONS

IN PERSON

- 1- **Show interest in who they are and what they do.** Ask interesting questions and make the conversation about them while strategically weaving in how you can help them when appropriate.

Do NOT be a pouncer-networker! She is like a spider – she wraps a person in conversation all about her and her offers, she is not interested in them.

- 2- **Do not allow yourself to get stuck with one person.** There are plenty of pouncer-networkers out there and you must have some strategy prepared to elegantly get out of conversations like this.

TIP: If you happen to encounter a pouncer-networker, tell them you have to go to the bathroom, or you have to call and check on someone, or there is someone you see across the room that you need to speak to - but take your leave! Never waste your time and opportunity on this “fake politeness”.

- 3- **Make sure you are actually meeting NEW people!** If you come to an event where you already know someone, it is natural to want to catch up. But be careful not to let your own comfort zone suck you into talking to these people the entire event and not meeting anyone new – which is the real reason you are there in the first place!
- 4- Have a **very simple way to tell them what you do** – one short sentence in a “human speak” 😊 Unless they show a direct interest in what you just told them, move on to a conversation. Ask open-ended questions about them, strategically research what their issues are (think of this like market research), relate, talk about interests or something you are directly sharing right then (like a cup of a bad coffee or wobbly chairs!)

Be very specific where you put your emphasis in self-presentation. Do not focus on the fact that you are a coach – most people there might be coaches too and it doesn't say anything in itself. Something like “*Oh, I am a coach!*” is NOT the right emphasis.

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Examples of the correct emphasis: "I coach overwhelmed entrepreneurs to breakthrough solutions in personal leadership" or "I'm a Radiance Ignitor for women who are stuck in a procrastination rut – I help them find their spark again" or "I design beautiful custom outfits for bodies and personalities so women can show up authentically without apology", etc.

Your initial introduction meant to be a pattern-interrupt that is unique enough from anything else they already heard that gets their attention and they ask you a question. If that occurred – great! But then do not hold them hostage reciting all your offers! Explain a bit more and more in a social conversation ("chat with strategy").

- 5- **Compliment people.** Genuinely. Find something you honestly find nice about them and tell them. It can be as simple as "what a gorgeous scarf!" or something more complex like "I love how you are so direct and kind at the same time!" It might result in a small chat on the topic that will build rapport and set both of you at ease.
- 6- **Listen more than you talk.** Ask questions to show you care, you are interested in who they are. Pay attention to what they are saying! If you are a little nervous, it is easy to space out once attention is not on you and not listen to the other person. Instead, you want to think of this as a strategic research – you are finding out information that is useful to you in some way. Weave what you've learned from their answers to your questions into your conversation (as you would do in a sales conversation).
- 7- **Do NOT judge people by your initial contact.** How they are dressed, or what they pay attention to, or the way they speak... It is easy to dismiss some people based on these signals as "not a possibility". But you don't know, *they just might be having a bad day!*

Instead, **use your INTUITION and LISTEN.**

- Is this a person who is **really not interested** in what you are offering at all? – if so, move on.
 - Is this a person who is **not ready** for the level you work on? – if so, move on.
 - Is this a person who is **skeptical** about what you say? – if so, check out further – Is this a consciousness level limitation or just fear talking? Often skeptics become the best clients once they trust you!
 - Is this a person who is **scattered and not paying attention?** – if so, check out further – Are they just binding time because they are interested in talking to someone else instead? – if so, move on. Or are they overwhelmed, have some social anxiety, or ungrounded? – then you can use some of your skills to ground them right then, and they will re-focus on you.
- 8- **Choose a few networking events that you like and attend them regularly.** Networking is about relationships and it is much better to become a known and welcome participant in a few events instead of a "new person" who only shows up once in many events.

When you come to the same event (let's say, a monthly meeting) you are recognized and people now feel they can trust you, you are seen as a "safe harbor" vs a new person – and that builds relationships.

TIP: Learn to be a "host" – if you already know some people at the event, introduce them to each other; or if you meet someone shy that you like, offer to walk them around and introduce them to other people, or even the speaker if you know her/him.

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- 9- **Do NOT have whispered conversations during presentations.** Events have speakers and it is rude to the speaker if people are conversing in the audience. It also doesn't build you as trustworthy. Pay attention to the speaker, connect later or in breaks.
- 10- **If you RSVPd – show up!** Most worthy networking events (or business MeetUps) are small and RSVP-only, and it is impolite to not show up if you RSVPd. It doesn't matter if this is a paid or free event, if you cannot come – inform the speaker/organizer.
- 11- **Follow up.** Make sure you follow up with the connections you made **within the same day or at least 48 hours.** Especially if you promised them you will send them some information, or a referral, or if they had a possible referral for you but needed to check something before giving you that info.

Follow up with an email or a phone call (most likely you will be leaving a message so be prepared for what you will say so you sound professional!) Mention something you know about them, or have learned from a conversation with them, or something about their challenges, or even something about the event speaker – so there is a connection.

Do not try to sell them anything – just follow up on the conversation and set up a next point of contact (if it is scheduled, it will most likely happen 😊)

TIP: when you meet people at events, they give you their business cards. Write on the back of their card a few points you've learned about them so you will remember who they are!

- 12- **Dress right for the occasion.** Is this a formal business event? Is this a social-type relaxed Meet Up? **Always wear something that represents your branding** no matter where you do – a signature color that matches the flavor of your website if they look you up (so they visually and emotionally remember), a signature piece of jewelry that can be a conversation piece, a specific pair of boots that are part of your style and are visible on your social profile pictures, etc. Be consistent with this wardrobe piece (or color) and wear it to all networking events, even the same ones – people will easily recognize you.

(I wear my large jewelry pendants with colorful stones, and many bracelets and rings, even if this is a professional business conference - I look like a badass gypsy! You better believe it that people recognize me! 😊 The key is confidence and willingness to talk about it if asked.)

- 13- **Give without expectation.** This is NOT an invitation to give away free coaching! It would be unprofessional to do free coaching during a networking event just as much as doing free crisis counseling during a wild party! You do not have control of the situation and they haven't invested with you yet, so it is not the right place for coaching.

But you can share observations, advice, connections, help someone find what they need even if it has nothing to do with coaching! What goes around comes around 😊

- 14- **Show gratitude.** If you enjoyed the speaker – email them a note saying so or post a great review on their social profile. If you enjoyed talking with someone – let them know in a personal note or a voice message. If someone helped you (even if they didn't know it at the time!) – tell them about it. Make sure you thank anyone who referred to you even if it didn't work with that client.