

# Soul Design Strategy

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

## NETWORKING EVENTS

There are 6 general types of Networking events:

- Meetup Groups
- Breakfast Networking
- Happy Hour Networking
- Industry-specific Speaking Engagements
- Texting Checkups – *virtual*
- Online events via Eventbrite – *virtual*

### MEETUPS

Through a local MeetUp system you have options of either setting up your own MeetUp (i.e. you are the boss) or entering other people's groups. These are NOT business-specific groups – they are meant to be local social connections. Think of them as a marathon, not a sprint.

**Set up your own group:** you control who you are inviting, what the topics are, how often you meet, where you meet, and how you conduct the group. There is a small fee to own a MeetUp. The Meet Up system then promotes your group to its entire network so people can find you and sign up to be a part of it. (i.e. the small fee is for them promoting you to their network).

If you sign up to **visit other people's groups**, there are many options open to you, and it's free. Avoid going to groups that are set up by one person who is obviously fostering clients (they won't like your presence there and it will feel wrong to you too). Instead, choose groups where there are similar interests and it is not about business at all – there you can meet people who are into the same things you are, so you can relate and they can like you, learn to trust you. From there, if you visit that group again and again, they will naturally find out what you do and might become your clients.

*Examples: join a hiking group if you are a health coach; join a craft group if you are a home decorator; join a cat-lovers group if you are a pet psychic; join a mediation group if you are an anxiety coach; etc.*

### BREAKFAST NETWORKING:

Usually set up via MeetUps or other systems of this type and done in person. People meet together over breakfast in a favorite café or diner and “chat with strategy”. The group of people you are meeting must consist of either potential clients, or potential affiliates, or potential promoters that can get you to speak to their organizations etc.

Some of these groups are very informal (chatting with strategy in mind) while others have “presentations” when each person gets 10 min. while others are eating to say their pitch about what they do and why the others should care to listen.

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## HAPPY HOUR NETWORKING

Usually set up via MeetUps or other systems. If you are not feeling confident yet about presentations, this is an easy way to introduce yourself to your community and "chat with strategy. There are no official presentations in such meet ups so you can relax, go for small talk, and approach strangers with ease.

Pick these events wisely though so you don't waste your time. Pick a group with a clear focus and the audience that suits your needs.

## INDUSTRY-SPECIFIC SPEAKING ENGAGEMENTS

These are the events that someone else sets up to bring to her/him an audience of potential clients. Pick an event in your area that hosts a speaker whose topic is directly related to what your ideal clients will be interested in. You will enjoy the event and you will be surrounded by the people who are your potential clients.

Be in integrity and never poach someone else's event for clients – that's just creepy! But you can make connections, exchange info informally, stay in contact to check on them later.

Here is how you can handle if a person you are talking with in the audience is more interested in you than the event's speaker: *"I'd love to stay in touch with you – let's exchange emails/phone numbers. Right now, let's enjoy the event – and I will check on you in a few days afterwards to see if you are still interested to find out more of what I do, and we can set it up. Does this work for you?"* This way they are free to buy something that the speaker is promoting, but if they didn't – they will be much more interested in you if you contact them a few days later.

If you are looking not for potential clients but for potential affiliates – pick a professional event where the speaker's topic will be complementary to what you offer. Then you will be in a room filled with people who are potential affiliates. You are not competing with them and you can freely introduce what you do and if they see how it can work for their business to offer it to their client base, they can choose to create an affiliate relationship with you.

## TEXTING CHECKUPS

This is super simple. You would need to be connected with them on the Facebook for this to work through the FB Messenger, or know their cell for the old-fashioned texting 😊

Every day make a point to check with one person in your circle, including your professional connections, colleagues, past clients, etc.

It can be *"How are you doing? Thinking of you.."* or *"How's work?"* or *"How's that project going – been seeing your posts, very interesting."* It is about basic human connection. Most will respond back. This enlivens your entire existent network so you are not forgotten.

People love to be thought of – they will appreciate you checking in.

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You can also search your *LinkedIn & Facebook contacts* and see who you actually know but haven't connected to recently. Message them and ask if they want to catch up over the phone or zoom. Most people would love to get off social media for a personal chat!

### ONLINE EVENTS VIA EVENTBRITE

There are thousands of events promoted on Eventbrite every day from all over the world. Depending on what your needs are, you can find a group to suit you.

Go to the Eventbrite website and search in the top search bar the main topic you are interested in. There are free and paid events. You want to start with the free ones. Look for something that is networking-specific (vs webinar on a topic where the speaker is promoting her own offer). Events with names like Online Connect, Virtual Café, Online Social Connect, Caffeinated Networker, etc. are what you are shooting for 😊 Sign up and attend via zoom.

Be prepared for an event in case you have an opportunity to speak up more directly:

- What is your title and what do you do?
- Why should they care about what you do?
- How can it help them?
- What problem does it solve?
  
- What do you want to get out of attending this?  
(practice showing up, possible clients, connections, networking collaborators so you can speak to their audiences, if they have a podcast, YouTube channel, an active Facebook group, etc.), possible affiliates?)
  
- If anyone is interested, how do you want them to connect with you so that you do not lose that contact?

I.e. if you just tell them "message me and we'll connect" they might not, so you need to have a plan. Most of the time in such events people do not know each other enough yet to give you out their email, but they will tell you their Facebook name or business page. Go friend them right there on the call and tell them you did so they accept it, then text them a heart or something nice so they see your text. Now you are connected and when you are off the meeting, you can explore that new relationship.