



CONNECT  
TO YOUR  
FUTURE

## INCREASE YOUR NETWORK!

**Use these 10 C's to increase your network strategically to accelerate your career success.**

- 1) **COMMERCIAL:** Develop a 3-4 sentence “commercial” describing yourself. This will be your “elevator pitch”, *what you can say about yourself quickly to grab someone’s attention and entice them to talk with you.*
- 2) **CONTACT:** Before you land your first, second, or third job, your network will be important to you. Remember to keep in contact with your network as you go because you never know when you might need help.
- 3) **CONNECT:** Here are a few relationship building tips:
  - Phone calls
  - Scheduled lunches
  - Handwritten notes
  - E-mails
  - Have something to offer to them (e.g. favors, help on a project, information, etc)
- 4) **CARD:** Have a networking/resume card. Carry a “personal business card” with you that is a summary of your skills and abilities, your contact information, and your career focus. You never know when you might meet someone, and this is an easy way to get their card as well.
- 5) **COMMUNITY:** Where to go to network – Professional organizations in your area, community events, church events, social events are all great places to network.
- 6) **CROWD NETWORKING:** How to network at an event – Be yourself, mingle through the crowd, use manners. Do not monopolize any one person’s evening. When you have talked with someone in a crowded room for a few minutes, it’s time to move to the next person. Politely excuse yourself and move on to the next person. This is the best time to meet new people and make new contacts. Set a goal – e.g. get five new business cards. After you talk to the first person and get their business card, politely excuse yourself, “I set a goal of meeting several new people tonight. It was so nice talking with you and getting to know you. Thank you for the opportunity!”



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- 7) CREATE: Create a broad network by meeting people who are different than you are. Similar people tend to gravitate to each other. However, you can build a robust and large network by meeting people different than you. Remember the six degrees of separation. The more network groups you engage in your network, the bigger your network will become!
- 8) COLLAGE: Be strategic when you are networking. Think about the groups of people you know and what groups you would like to “be networked” with.
- 9) CLASSY: Remember the key skills learned in this book: listening, asking questions, looking professional, and saying & doing the right things.
- 10) COLLABORATE: Don’t be overly aggressive with people. If you are in sales, do not “pitch” your product to each and every person you meet. It’s OK to tell people what you do. When they ask more questions, then you can tell them more. Depending on the situation you are networking in, you can go in depth. If it is a social networking event, you might be wiser to bring up other topics. Get to know people, build a relationship and THEN see if they are interested in your product.

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