
MY NETWORK STRATEGY PLANNER GUIDE

THE ATHENA NETWORK





WELCOME.

I'M EXCITED FOR YOU!

My desire for you is that, like me, you learn to love networking and that you appreciate and respect the opportunities it brings you as a woman

Networking is a process and not an event, it should not be compartmentalised but embraced (w)holistically into your life AND it is to be enjoyed not endured!

I wish I knew in 2004, when I started to network, what I know now! My networking journey would have been so much fun, effortless and the opportunities would have revealed themselves much more quickly had I implemented just ONE of the strategies I am sharing with you here.

I've kept them simple and doable so that you can quickly and easily refer to them before attending a meeting as well as map out your strategy for the next 12 months.

WITH LOVE,

Jacqueline Y B Rogers



START WITH THE END IN MIND

Networking is a long term business strategy, a process, not an event!. Work backwards from where you want to end up and make choices that will get you there.

It is important that you have defined a business plan so that you are able to align your monthly networking activity to your business plan.

Unfortunately people often attend networking functions in a haphazard fashion. The effective networker has a clear plan for their future and well-defined business goals.

You make an investment in both time and money when you network. Taking the time out of your schedule and planning your networking activity for the year is excellent use of your time.

What is it you aim to achieve this financial year? Refer to your business plan for support and based on the projections for this year clarify what it is you need to do to achieve your goals.



PLANNING EXAMPLE

THE CHOICE TO CHANGE THE FUTURE

- do you plan to launch a new product or service?
- are you looking for new clients or one major, specific client?
- would you benefit from sourcing new Strategic Alliance Partnerships?
- do you require new members of your team?
- do you intend to improve your profit margin ... how will that happen?

Once you have clarified this you will then need to share this with everyone in your network which is where your networking activity will be most valuable and bring the financial rewards

TIP: Look at your previous years business performance and notice the trends. What, could have made the difference to your business performance? Are there peak periods where a targeted promotion may have helped. Knowing this in advance enables you to not only prepare your business activity in advance but schedule the networking strategically.

- during the holiday periods could you launch a promotion?
- would it have helped to work with a Strategic Partner to close a contract?

ACTION STEPS

ASSESS YOUR RESULTS



Your business plan is an essential tool in helping you achieve and assess your results in networking.

1. Review your business plan and if you haven't written one, get writing!
2. A clearly defined business plan will ensure that you can align your networking activity to guarantee your success.
3. Plan your networking activity around your business plan. For example: what needs to happen in March for you to achieve your May goals. That is what you talk about and promote in your March networking activity both online and offline
4. Complete your Networking Business Plan for a 12 month period in a one page document so that you have a 'snapshot' to refer to frequently.

NETWORKING BUSINESS PLAN

Complete your Networking Business Plan for a 12 month period in a one page document so that you have a 'snapshot' to refer to frequently.



NETWORKING OBJECTIVES

Take time to review your business plan.

Now sit and consider what your top three objectives for attending the meeting would be. Be **BODACIOUS**, don't hold back, you never know who you might meet or who knows who!

What are networking meeting objectives?

A meeting objective is a simple statement that defines the desired outcome of the meeting.

The primary purpose is to give you a measurable goal and focus that you can work on achieving.

I recommend that you list at least three. Once defined you have created an intention for visiting the meeting

A photograph of three women of different ethnicities laughing together. The woman on the left has short, curly grey hair and is wearing glasses. The woman in the middle has dark hair pulled back and is wearing a light blue shirt. The woman on the right has short grey hair and is wearing a grey V-neck sweater. They are all smiling and laughing, creating a warm and joyful atmosphere.

MY NETWORKING OBJECTIVES

WRITE A LIST OF YOUR NETWORKING OBJECTIVES

Depending on the event you are attending, what your elevator pitch is and where you are in your business plan will depend on what your objectives are. Write a list of what you think they might be and when you think that you have dried up with ideas, write ten more.

AN ELEVATOR PITCH

People do business with people they know, like and trust. You are there to make connections, not to sell.

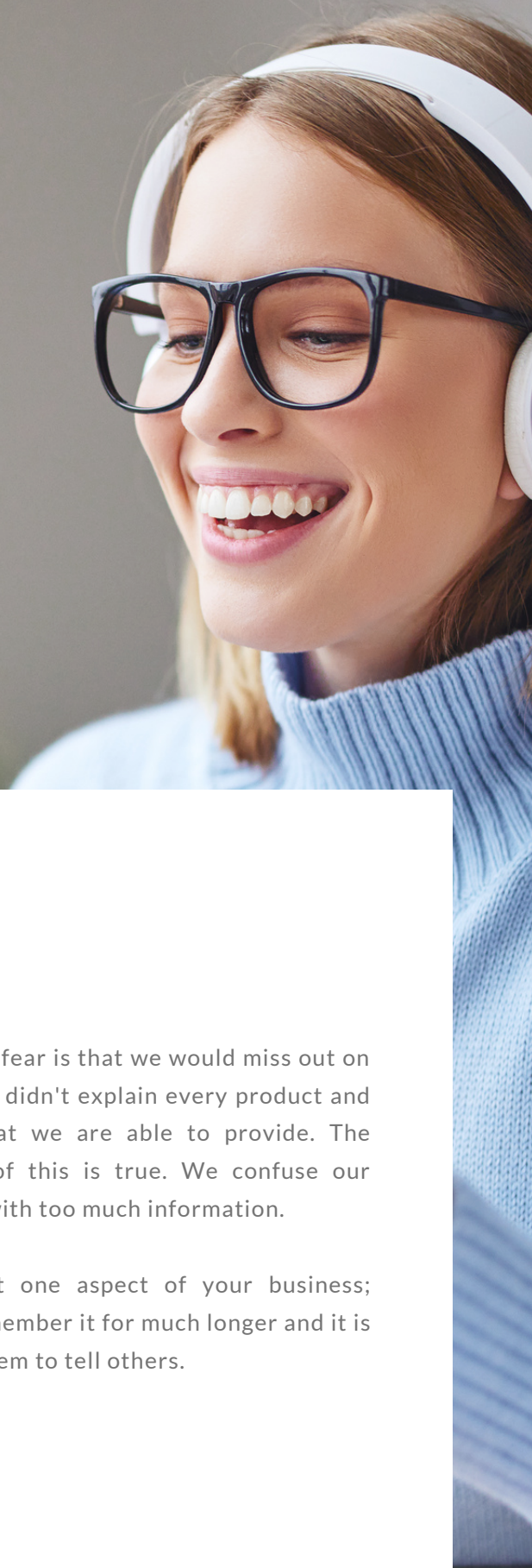
First impressions are important and your introduction will have an impact.

Typically, you will be asked, "What do you do?" At The Athena Network we have a photographer who simply says 'I shoot people for a living', . curiosity is piqued "how do you do that?" i

What our photographer friend has successfully done is to create a conversation starter by introducing humour. It breaks the ice, makes people feel comfortable.

Delivering a bodacious response like our photographer friend may not suit you. You might prefer 'The Hook'. For example, "I have a photographic studio in Oxford where we specialize in food photography. We capture the mouth-watering images you see in magazines for the likes of M&S". You have made it easier to ask questions.





MY ELEVATOR PITCH

MAKING WHAT YOU SAY COUNT

If you are invited to deliver an elevator pitch at a networking events we recommend you prepare. The most important tip is, don't wing it! You have an invaluable opportunity to present your business, to have a specific call to action and if you don't plan it, mumble through because you are not sure what you want to say, you may lose credibility.

For your Elevator Pitch hone in on one aspect of your business. We remember 3 - 7 pieces of information so if you want to hook your audience and if you list every product or service you offer, what you say just goes over the heads of people around the table.

A common fear is that we would miss out on leads if we didn't explain every product and service that we are able to provide. The converse of this is true. We confuse our audience with too much information.

Talk about one aspect of your business; people remember it for much longer and it is easy for them to tell others.

CRAFT YOUR ELEVATOR PITCH

FOLLOW OUR SIMPLE STRUCTURE



Take the time to craft an effective Elevator Pitch (in alignment with your networking strategy) with a **SPECIFIC** call to action for your next meeting.

ELEVATOR PITCH STRUCTURE

Opening - 10 seconds, who you are and where you are based

Middle - 30 seconds (maximum), hone into **ONE** area of your business as this will focus your audience's mind

Call To Action – 10 Seconds (maximum), what specifically do you want everyone in the room to do for you?

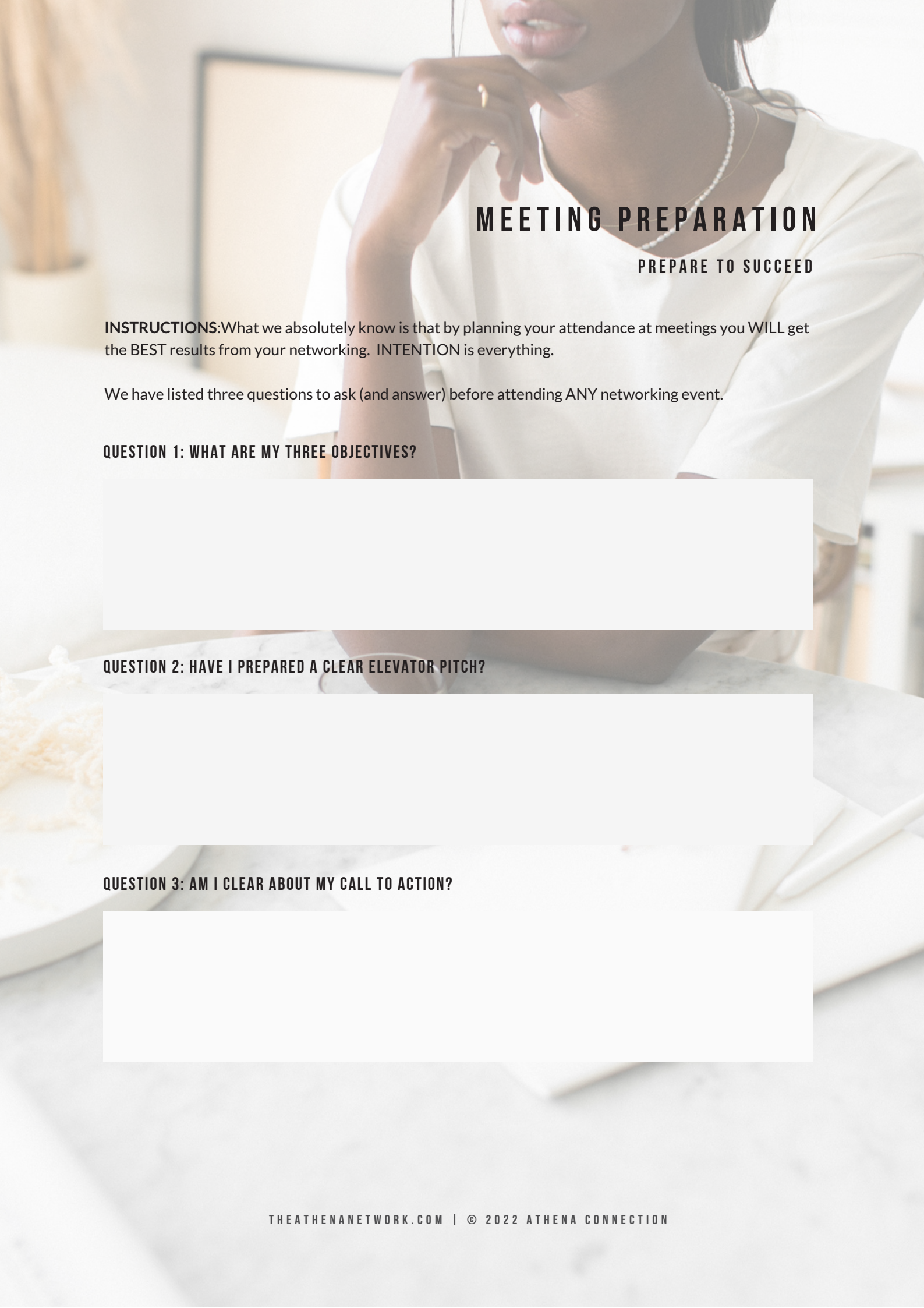
Conclusion – 10 Seconds (maximum), who you are, what you do **AND** your 'Tag Line' if you have one



MY ELEVATOR PITCH

A MINUTE TO WIN IT

YOUR TURN: Following the simple structure I shared with you now create your own elevator pitch. When you have done that write several more so that you are prepared for twelve months.



MEETING PREPARATION

PREPARE TO SUCCEED

INSTRUCTIONS:What we absolutely know is that by planning your attendance at meetings you WILL get the BEST results from your networking. INTENTION is everything.

We have listed three questions to ask (and answer) before attending ANY networking event.

QUESTION 1: WHAT ARE MY THREE OBJECTIVES?

QUESTION 2: HAVE I PREPARED A CLEAR ELEVATOR PITCH?

QUESTION 3: AM I CLEAR ABOUT MY CALL TO ACTION?

A woman with long, wavy brown hair is smiling warmly at the camera. She is wearing a light-colored top. In the background, there is a blurred office setting with a vase of red and blue flowers on a table. The overall atmosphere is professional and positive.

FOLLOW UP AFTER THE MEETING

NO MATTER HOW BUSY YOU ARE!

ALWAYS follow up after a meeting. I am going to take a healthy guess that you made notes during the meeting. That you took down the details of every elevator pitch you heard (specifically the call to action).

After the meeting go through all of your notes and ensure that you connect individuals where you promised, that you send details, where you promised.

Note the intentional use of the word 'promise'.

Show the new contacts that you have made that you are a woman who honours her promise. Everyone wants to network with that woman!

As well as being great networking etiquette it does also mean that you have cleared a task off your desk that could have easily hung around for a week or more.

The more you treat people respectfully in networking the more you can expect that in return.

TOOLS TO FOLLOW UP

PREPARING IN ADVANCE



Something that I personally have are email templates that I use so that I can quickly follow up after a meeting.

All the emails start with a simple salutation and my footers are automatically added with

I've created four specific ones (there are others that I also send);

Connecting individuals to each other. A generic email that I personalise with the reason why I am connecting them

Sending information I promised to send after a meeting (links of interest).

Sending a testimonial that can be used on the recipients website, social media. In my template I have prompts so that it is quick and easy to fill in the blanks.

Where a 1:1 meeting is requested I email a link to calendly (saves us going back and forth trying to agree a date). They can see my availability as well as my proposed agenda for the 1:1 meeting.



ABOUT ATHENA

We are a business networking club for women. The #1 Referral Network for Women.

Women are attracted to Athena because it addresses an often missing ingredient in the networking recipe and they recognise the benefits of networking with Athena:

Increased chances of business success: Face-to-face interactions positively impact your business' success significantly.

More effective online/social media networking: Face-to-face networking makes your online networking and social media more effective. Meet the faces behind your social media contacts!

Inexpensive way to market: Face-to-face networking is one of the most powerful, effective and cost-effective ways to market your business.

Wider circle of influence: Meeting other women will expand your contact list and influence circle which can lead to an increase in business opportunities and referrals.

Knowledge and learning: Network strategy and business development training enables you to maximise your networking activities.

Personal and business growth: The more contacts you make, and the more networking events you attend, the more confident you will feel about your business and yourself.



"WHATEVER THE MIND
CAN CONCEIVE AND
BELIEVE, IT CAN
ACHIEVE"

NAPOLEON HILL



JOIN THE COMMUNITY

THE ATHENA NETWORK

F: @theathenanetworkglobal

I: @theathenanetworkglobal

Email: jr@theathenanetwork.com

[Join The Group](#)

I would love to connect and share with you the results that I have had in my life as a result of networking.

For more tips about how to make your business a success and to create the life you want, come and join our free Facebook group of determined and ambitious business owners just like you!



[IG.COM/THEATHENANETWORKGLOBAL](https://www.instagram.com/theathenanetworkglobal)



[FB.COM/THEATHENANETWORKGLOBAL](https://www.facebook.com/theathenanetworkglobal)



[THEATHENANETWORK.COM](https://www.theathenanetwork.com)