

5 KEY STRATEGIES TO MASTERING



NETWORKING

BY JACLYN STROMINGER, CEO LEAP TO YOUR SUCCESS



WELCOME

Hi There!

Welcome to 5 Key Strategies to Transform your Network into Net-worth. Networking is the way to create connections that open doors and conversations that ignite possibilities.

This workbook is designed to be your guide, companion, and catalyst in mastering the art of networking. Whether you're a seasoned professional, an aspiring entrepreneur, or someone who values the power of connections, these pages will provide you with invaluable insights, practical strategies, and actionable steps to elevate your networking game.

Networking is more than just exchanging business cards; it's about building meaningful relationships, understanding the value of community, and leveraging connections for mutual growth. Throughout this workbook, you will find exercises, tips, and reflective questions aimed at enhancing your networking skills and expanding your professional and personal horizons.

I invite you to dive into these pages and to do the activities. Then apply the learning to real life interactions. Remember, every great journey begins with a single step, and you're about to take yours.

Here's to building networks that transform lives and careers!

Jaclyn Strominger

ABOUT ME

My name is Jaclyn Strominger, CEO and Founder of Leap to Your Success and Expert Networker.

Networking has help me elevate my business, enhance my career and propel my life. I am excited to share my knowledge with you!



STRATEGY #1

UNSTOPPABLE IMPACT: DESIGNING A PERSONAL BRAND THAT LASTS

Define your personal brand & create consistent style across all platforms. Answer these questions to help craft your brand style and unique value proposition.



01 What are the three key strengths or skills that you consistently receive praise for in your professional or personal life? How have they impacted your work or projects?

02 Describe a time where you made a significant impact, in your work, business, or community? What specific actions did you take & what was unique about your contribution.

03 What are you most passionate about in your professional work or personal pursuits?

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04 What sets you apart from your peers or competitors? Think about your approach to solving problems, your work ethic, your perspective on industry trends, or any unique experiences that shape your approach?

05 Looking forward, what kind of impact do you want to have in your field or community? How do you want to be remembered or spoken about by your colleagues, clients, or friends?

06 Using the above questions, write out a mission statement that focuses on your brand and value proposition



LEAP TO YOUR
SUCCESS
UNSTOPPABLE ACHIEVEMENT

BRAND *Checklist* **CONSISTENCY**

- Logo: Ensure your logo is used consistently, size, color and placement
- Color Scheme: Use a consistent set of brand colors
- Typography: Stick to the same set of fonts, considering readability on different platforms
- Imagery: Use a consistent style of images or graphics that reflect your tone and message
- Taglines and Slogans: Use the same messaging across platforms
- Website: Ensure your website reflects your visual and messaging guidelines
- Social Media: Align profiles visually and in terms of messaging across all social channels

STRATEGY #3

GET SOCIAL

Connect and follow others. Allow for 30 minutes of social media interaction. Post and share information that relates to your expertise and interest.

Day	Social	Post Type	Content Theme	Schedule Time	Status	Metrics
Monday						
Tuesday						
Wednesday						
Thursday						
Friday						
Saturday						
Sunday						

STRATEGY #4

PREPARE TO NETWORK

Prepare for to network. Live networking events are about making connections and shaking hands. How you show up matters and is a reflection of your Brand!



She believed she could,
so she did.

NETWORKING

Checklist

EVENT

- Research Events, purpose, format and organizer
- Goals: What do you want to achieve? Clients, referral partners , industry leaders
- Know the crowd: who is attending, speakers and companies. Is there a specific person you want to meet?
- Prepare: Have Talking points and introductory questions to learn more about the people you are meeting.
- Craft and practice an elevator pitch. Be ready to articulate what you do
- Be professional: Bring business cards and wear a name tag (right side)
- Notes: Bring a small notebook to jot down notes.
- Follow up: Schedule time on your calendar to follow up! Connect on Social Media

STRATEGY #5

DON'T IGNORE THOSE YOU KNOW!

Your family, friends, college contacts and all your connections are part of YOUR network. Add the people you know to your contact and connection list!



01 List 3 people you will reach out from your current network. Add these people to your call list each week. Ask for referrals.

02 Send emails to your current network 1-2 x a month. Plan your content & Ask for a coffee connection

03 Remember it is not about you. How can you help or provide resources to your connections.?

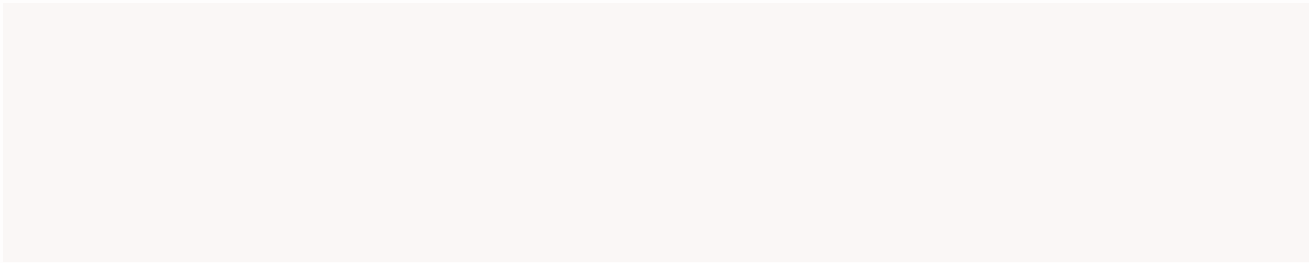
04 Send 3 personal cards a week. Grab a box or 2 of quotable cards.
<https://amzn.to/415WKaB>

WORKBOOK TEMPLATE #2

Include a description of each workbook section, to help your reader navigate through your workbook easily. Keep this within 1-2 lines

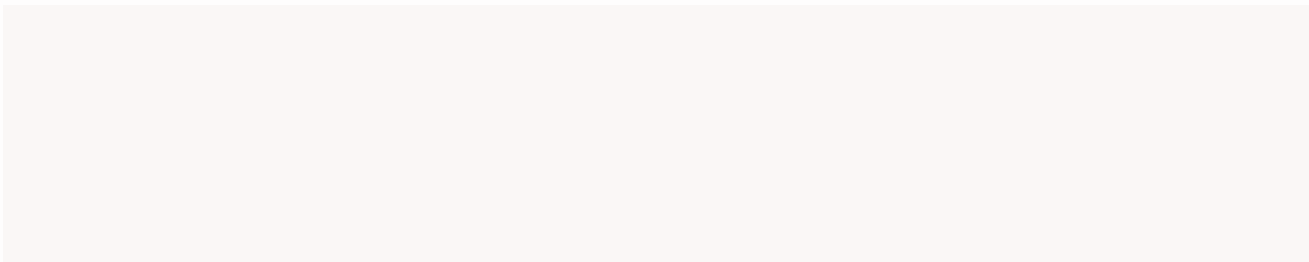
Use this space to write your question title

Use this space to provide more details, or to expand on the question that is listed above. Keep this within 2 to three lines



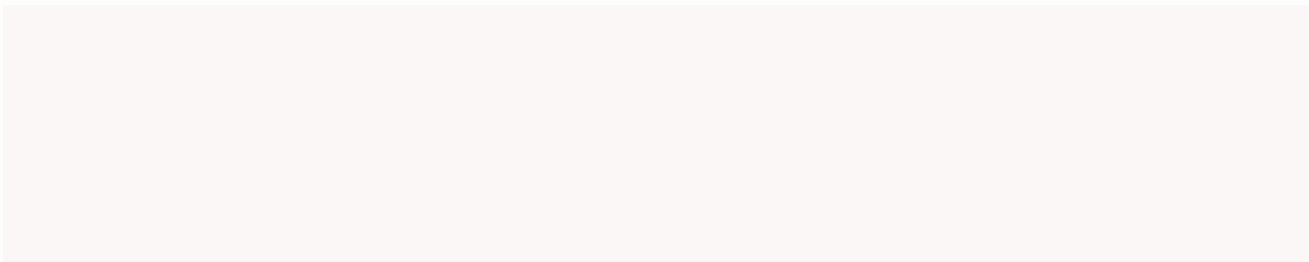
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READY TO BE
UNSTOPPABLE?



To see if we can work together to find a path that works for your unique situation, click on the button below to schedule a complimentary Passion to Profit Strategy Session!

SCHEDULE A
COMPLIMENTARY CALL

