



DEREK DICKOW

NETWORKING: A SIMPLE GUIDE



**75% OF NETWORKING IS DONE BEFORE
YOU SHOW UP TO THE EVENT.**

Networking is about identifying people who can help you achieve your goals and aligning yourself in such a way that you make yourself an asset to them.

Before you even begin to network, think about:

- who can help you achieve your goals
- how your strengths and connections can help others achieve their goals

Doing the work beforehand will not only take pressure off the networking event or opportunity itself, but it'll result in a more fruitful connection.



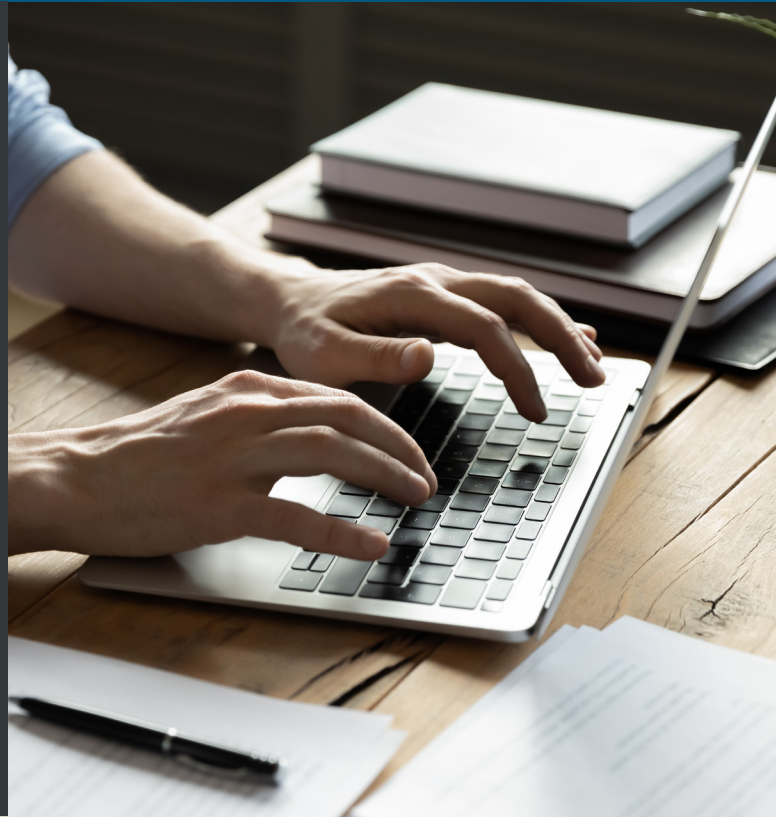
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FIND YOUR PEOPLE

Think about what interests you and which areas you want to invest your time in. Is it politics? Entrepreneurship? Nonprofits? Pinpoint people in those spaces to identify potential connections.

Some ways to start your search:

- Google your ideal dream job, then find people who are in (or adjacent to) that position or industry
- Spend time diving into people on LinkedIn
- Set a timer and do research for 60 minutes
- Look for points of commonality, shared interests and an opportunity to bond



ASK YOURSELF THIS

When searching for people to connect with, try asking:

- Can they help me achieve my goals?
- What can I do for them? How can I advance their business?
- Can I do research for them?
- Can I introduce them to someone I know?
- Can I advance their professional or personal well-being in some capacity?

"The key to our success is our ability to add value to others."



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REACH OUT BEFOREHAND

Before a conference, event or networking opportunity, take time to connect in advance. Send an email and ask to meet, then create a calendar invitation for 5-10 minutes so you're locked into their schedule. In the description, lay out where to meet, what you look like and what you'll be wearing.



TIPS FOR YOUR INITIAL EMAIL:

Try these tips for making a good first impression with your first email.

- Start with a polite greeting such as: We haven't met yet, but I'd like to introduce myself.
- Give a one-sentence description of who you are
- Provide some complimentary reasons you'd like to meet such as: I'm interested to see how I can add value to X and would be honored to meet you for some follow up questions and advice.
- Ask for 5-10 minutes, before or after the event/program
- Thank them for their time



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ARRIVE PREPARED

Just like a pro athlete, put on your uniform! Wear something professional that is appropriate for that specific event. You never know when you'll need to share something with a potential connection.

Have things in your pocket or purse, that may come in handy:

- Tissues
- Mints
- Pen/pencil
- Small notepad
- Aspirin
- Lighter/matches

Arrive early and come prepared!



MAKE IT COUNT

Finally face-to-face with someone you want to connect with? Give them your undivided attention and make that moment count.

- Put your phone away.
- If you're expecting an important call, let the person you're connecting with know that you may need to take it
- Smile, make eye contact and pay attention
- Really listen and engage with what they say
- Ask THEM for their business card to follow up

Never miss a chance to create a meaningful connection.