

Use this checklist before, during, and after every networking interaction.

BEFORE Preparation is 80% of success

- Research attendees/host**
Know who will be there and what they do
- Prepare 2-3 talking points**
Topics you can speak knowledgeably about
- Set a connection goal**
Aim for 2-3 quality conversations, not 10 cards
- Prepare your intro**
10 seconds: name, what you do, one interesting hook
- Think about what you can give**
Intros, insights, resources you can offer
- Dress appropriately**
Match the context; when in doubt, overdress slightly

DURING Quality over quantity

- Ask open-ended questions**
"What are you working on?" "What brought you here?"
- Listen more than you talk**
Aim for 70% listening, 30% talking
- Find common ground**
Shared interests, challenges, or connections
- Take mental notes**
Remember details to reference in follow-up
- Offer value first**
Share an insight, make an intro, recommend a resource
- Exchange contact info properly**
Phone + context, not just business cards
- End conversations gracefully**
"Let me not keep you - great meeting you"
- Introduce people to each other**
Be a connector, not just a collector

AFTER This is where relationships are built

- Send follow-up within 48 hours**
"Great meeting you at [event]. Enjoyed our chat about [topic]"
- Reference something specific**
Show you were paying attention