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Why is networking important?

- Building your connections **will** provide you with an invaluable opportunity to best prepare for your career goals or business strategy.
- It is important to remember that **networking** is a mutually beneficial process. You never know when your skills and resources can prove to be beneficial to others in your network or when those opportunities can translate to making the right connections to grow your career or business.

Three Steps to POWER UP your connections through networking

“Your Network is your Net Worth”

- **Step 1:** It's time, get comfortable being visible because networking also involves being seen. Ready?

Industry-specific groups are a great way to engage with others in your industry.

Another option: Find an industry-specific online group that offers chat sessions **and** answer questions.

Facebook is a great resource to find robust groups where members ask questions, share resources, and engage regularly.

- **Step 2:** Attend a career path related virtual webinar or summit.

Take advantage of online summits, webinars and trainings which offer you a cost-effective strategy to network without the expense of travel.

Strategically leverage LinkedIn to connect with panelist and hosts ahead of the webinar.

Can't make the live event, register anyway most times the host will give you access to the recording if you register.



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■ **Step 3:** Carve out regularly scheduled time to review and grow your network.

Use LinkedIn to build new connections.

Reconnect regularly with existing connections particularly your clients, checking in often.

Share often. As business needs change, share related articles that solve “new” business problems for your ideal client. Be a resource.

In an active job search? Connect with employees at companies on your “I would love to work here” list or reach out to people in your dream job/role and ask for an informational interview.

3- Step Follow-up System

■ **Step 1:** What steps should you take immediately following a networking event?

Take notes about the people you meet; remember stories they shared to create personalized invites to connect.

■ **Step 2:** How should you continue to maintain contact on a regular basis?

Send memorable first email within 24 hours, do monthly follow-ups and add follow-up reminders to your schedule.

■ **Step 3:** How can you deepen the relationship over the long-term?

Remember, networking is reciprocal.

Send a handwritten note and connect on social media. You can send informative articles, blog posts or book recommendations and make an introduction through LinkedIn. Extend an invitation to free or comped event and mention the person in writing.



BOOK the THREE SIXTY Visibility Intensive today!

- 60-minute intensive to dig deep and root out barriers to helping you achieve success clearing the way for a razor-sharp networking strategy to get you in front of the right people.
- 60-minute Laser-focused strategy session where we lay out the foundation for a winning success strategy.
- 60-day support through execution add-on; offering bi-monthly calls and on-going connection for accountability and support.

Book now here:

calendly.com/dakenyadouglasconsulting/three-sixty-visibility