



THE NETWORKING PLAN



YOU CAN NOW CATCH ALL THE SESSIONS ON **YOUTUBE: GROWTH AND GOALS**

'Networking is marketing. Marketing yourself, your uniqueness, what you stand for.'

-Christine Lynch

SAUCE: SIMPLE, APPEALING, UNEXPECTED, CREDIBLE, AND EMOTIONAL.

MARCH 23



THE BUSINESS PLAN -AVIAO NETWORK

INTRO / STARTING YOUR BUSINESS PLAN +PIANCA FOUNDER-AVIAO NETWORK

Scratch the surface of the business you want to create. How can you turn your passion into a business or side hustle.

APRIL 6



FINANCIAL & TAX LITERACY -TRUTHFUL TAXES

MANAGE YOUR FINANCES & LEARN ABOUT YOUR TAXES +GUEST SPEAKER

How Taxes can help you personally and with your business. Simple budget tips, bank accounts and online finance resources.

APRIL 13



REAL ESTATE AND TEAM BUILDING -JOSHUA PIZARRO

THE BUSINESS OF REAL ESTATE AND HOW TO BUILD A SOLID TEAM +GUEST SPEAKER

Learn the how to use real estate to build a wealth and what to look for in first time home ownership. Tips from on how to build a solid team to help build your business for success.

APRIL 27



BRANDING & STARTING A CLOTHING LINE -OPTION A

CONCEPTUALIZE YOUR BUSINESS +GUEST SPEAKER

Start thinking of your branding and finalize your business plan. E-mail addresses, social media accounts, etc.

MAY 4



MARKETING - BLUE BOY BOXING

MARKETING AND BRAND AWARENESS +GUEST SPEAKER

Plan and implement your ideas for marketing. social media, pod cast, youtube commercials, etc. Get creative

MAY 11



NETWORKING & ENTERTAINMENT BUSINESS -DRO & JOCELYN

EXPAND YOUR REACH +GUEST SPEAKER

Networking is an important part to the success of any business. Learn networking skills that work. Learn how to be a LEADER with simple motivational tips to use amongst your peers.

MAY 18



BUSINESS LEGAL NEEDS -JORGE VASQUEZ

LEGAL NEEDS +GUEST SPEAKER (ATTORNEY)

Trademarking, copy writing, incorporating, contracts, certificates, and what else might be needed to run your business legally. Hear how an attorney from your community made it to where they are at.

JUNE 1



DIGITAL BUSINESS TOOLS - MARTY MEDINA

WEBSITE AND ONLINE TOOLS

Learn what free online resources are available to help grow your reach and your business at the same time. Websites, social media posts, flyers brochures, online shops and much more.

JUNE 8



BUSINESS LONGEVITY - ALVON-BURN IT DOWN

TIPS ON HOW TO MAKE YOUR BUSINESS LAST

Listen to business owners share their experience on how they kept their businesses thriving through all the changes happening in the community around them.

JUNE 22



GIVING BACK - HEELING SOLES

REFLECT, SHARE AND SUPPORT

Reflect and share everything you have learned and let's brain storm on more ideas for the next round. Guest speaker will take you on their journey to success. Learn how you can give back to your community.

WHY NOT CARE

THE NETWORKING PLAN

WHAT IS NETWORKING?

THE ACTION OR PROCESS OF INTERACTING WITH OTHERS TO EXCHANGE INFORMATION AND DEVELOP PROFESSIONAL OR SOCIAL CONTACTS.

WHAT IS AN ELEVATOR PITCH?

SHORT AND SIMPLE PERSUASIVE SALES PITCH.

HOW DO I START MY SUCCESS:

- MAKE THE CHOICE TO BE SUCCESSFUL
- BE CONSISTENT
- BELIEVE IN YOUR SUCCESS
- TRUST THE PROCESS
- INSPIRE, SERVE AND ENJOY THE JOURNEY
- LEARN, LEARN, LEARN

1. *Identify what networking style works best for you*

This networking tip is first because it truly is the key to success. "There is no 'one size fits all' when it comes to networking," says TopResume's career advice expert, Amanda Augustine. "Different people are successful using different networking tactics."

Introverts do not connect with people the same way extroverts do, so they shouldn't try to match an extrovert's networking style. It's important to be comfortable and confident in how you reach out to others so you always put that best foot forward.

This short quiz from TopResume can reveal what networking style best fits your personality, which could make the difference in your overall success.

2. *Know the "rules" of professional networking*

Recently, a TopResume contributor shared the two sacred rules everyone must follow when networking:

Never openly ask for an interview. Instead, ask questions to find whether the company, its culture, and its employees are a fit for you. Let people know you want to learn from their experience in your field.

Never ask for a job. As you talk with both old and new connections, simply let them know you're in the market for a certain role and would appreciate if they let you know about any potential opportunities.

3. *Use social media effectively*

Today's variety of social media platforms have something to offer every type of job seeker. Here are some ways to effectively network on two of the best social sites, LinkedIn and Twitter.

LinkedIn: "LinkedIn should always be your starting point, no matter what part of the job search you're wrapped up in," says Anthony Gaenzle, another writer for TopResume. You can search by various factors including company or job title, and then reach out to professionals at those companies to connect with them. "Don't send a resume until you're asked," states Gaenzle, but do keep digging to learn whether the company and job are a good fit. Often, the conversation can lead to an interview.

Twitter: "Research your target companies on Twitter," suggests Gaenzle, "and follow any handles they have that are dedicated to recruiting so you can see when jobs are posted." Connect with recruiters or relevant hiring managers by liking, retweeting, or engaging with what they post. After two or three interactions, reach out directly to compliment their posts and then start to build a rapport about working with them. When appropriate, send them back to your LinkedIn profile for more details.

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4. Practice networking in your workplace

Your co-workers may have much to offer to your career from right within your own company, and it's perfectly allowable for you to network with them.

Whether you've been at your current job for two months or two years, networking with fellow employees can help you grow in your current role or provide information that can help you step into a new one. The right mentor can make you aware of new opportunities that might not be posted at large.

5. Offer to help

Wherever or however you do it, networking isn't meant to be one-sided. It should provide value for both parties at some point. Look for ways to help your network, and they'll readily want to help you in return.

One option is to volunteer. Work for a non-profit group that resonates with you and you'll likely make strong, lasting connections with other volunteers. Another route is to find skill-based volunteer (SBV) opportunities that let you use your professional skills in your volunteer efforts.

In all situations, remember to both pay it back and pay it forward when someone has helped you.

6. Be consistent

Sometimes it isn't about how you network, it's simply about doing it regularly. Be willing to get out of your comfort zone and put yourself out there to connect with others, formally and informally, on a regular basis. Studies have proven you'll be more successful if you do.

7. Follow up

"It's a simple task, yet many professionals neglect this critical step in the networking process," states Augustine.

As soon as possible after meeting someone new (either online or in person) send a LinkedIn connection request and include a personalized message asking to stay in touch. Then be sure to reach out every so often with comments about posts, to share valuable career information, or simply to see how they are.

Networking is one of the most important job-search techniques you should have in your toolbox, with a wide variety of methods to fit every personality and situation. The only two hard requirements are a willingness to stretch beyond your comfort zone and the intention to pay it forward by helping others when you can.

Your skills will get you started, but the connections you make through networking can help ensure a long and thriving SUCCESS in whatever BUSINESS you pursue.

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FOR BUSINESS OWNERS, SALESPEOPLE, AND HUSTLERS WHO WANT A MORE DIRECT ELEVATOR PITCH

The Basic Formula/Template:

I help (specific target customers) who want to get (specific desired result) without having to (unwanted or inconvenient steps). Do you know any (specific target customers) who wants to get (specific desired result)?

EXAMPLES:

I help job seekers who want to advance their careers and find a job in 60 days or less, without having to memorize hundreds of answers or spend hours studying. Do you know any job seekers who want to find a job in 60 days or less?

I help restaurants with multiple locations organize their customer data and boost their sales up to 10%, without having to spend any additional time or money on advertising. Do you know any restaurants with multiple locations that want to boost their sales up to 10%?

You need to be convincing and memorable. Without this, the content won't matter.

Make Them Feel Important

Who doesn't like to hear that their own background or story is interesting? Or that you feel their opinion is needed on something! So, here are ways to make the other person feel important, which will help you be more memorable and convincing to them!

Ask Questions

When they tell you something about their background or give their own elevator pitch, show interest and ask a followup question. Don't just sit there waiting for your turn to talk.

Compliment Their Expertise

If you are asking them a question or hoping to get information from them, compliment their experience first and give a reason why you'd value their response. Example (in a job interview): "You mentioned working here for ten years and rising from an entry level position to Manager. What tips for success can you offer if I were to start in this role?"

Remember The Facts

Don't make somebody repeat important pieces about their background. How do you feel if somebody can't remember your name or a story you just shared. So if they're taking the time to tell you about their latest project, try to capture the details. You don't want to be standing there two minutes later asking, "wait, you said you were involved in a research project, right?" It'll immediately make them take less interest in what you're saying as well.

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Relax

When you're nervous or anxious, you breathe with short, shallow breaths in the upper chest.

Here's how you should breathe:

Use your stomach and take long, deep breaths. I had to teach myself this, it didn't feel natural at first. I couldn't figure out how to breathe in a way that'd get my stomach to go in and out, at least not when I was paying attention and "trying."

I was filling my upper chest with as much air as possible but my stomach wasn't moving. That's not the right way.

Practice, figure it out, and then use it as a way to relax when you're waiting for a job interview or a meetings.

Practice

Nothing comes out perfect the first time. Having the best elevator pitch is useless if you don't practice. Give it a test run a few times and make sure you're hitting the key points and keeping it short. 30 or 60 seconds is about as long as your elevator speech should take.

It's a good idea to practice job interview questions and answers you'll give too. In general, practicing makes your responses sound a whole lot better.

Don't try to memorize your elevator pitch or interview answers word-for-word, though. It'll come out sounding scripted and rehearsed (not good).

Instead, focus on hitting the key points you want to mention. It might sound a bit different each time but if you have three key points to hit, and you go through a few elevator pitch practice runs and hit all three, you're ready to go!

SOURCE: <https://careersidekick.com/best-elevator-pitch/>

VIDEOS

1. Elevator pitch examples

<https://www.youtube.com/watch?v=uyxfERV5ttY>

2. The elevator speech is out of order: Michelle Golden at TEDxCitadelPar

<https://www.youtube.com/watch?v=2N03L6OaxeE>

3. 2013 BPC Elevator Pitch Winner

<https://www.youtube.com/watch?v=2sE5UXVlkz0>

BOOKS:

Taking the Work Out of Networking: An Introvert's Guide to Making Connections That Count

by Karen Wickre

How to Win Friends & Influence People

by Dale Carnegie

Creatures of Habit: How to Transform Your Life One Small Change at a Time

by Scott J. Danes

SUNDAY
I AM POWERFUL

GOALS FOR THE DAY
WHAT AM I GREATFUL FOR
WHAT MADE TODAY SUCCESSFUL

MONDAY
I GOT THIS!

GOALS FOR THE DAY
WHAT AM I GREATFUL FOR
WHAT MADE TODAY SUCCESSFUL

TUESDAY
I CHOOSE TO WIN

GOALS FOR THE DAY
WHAT AM I GREATFUL FOR
WHAT MADE TODAY SUCCESSFUL

WEDNESDAY
ONE LIFE TO LIVE

GOALS FOR THE DAY
WHAT AM I GREATFUL FOR
WHAT MADE TODAY SUCCESSFUL

THURSDAY
I BELIEVE IN ME

GOALS FOR THE DAY
WHAT AM I GREATFUL FOR
WHAT MADE TODAY SUCCESSFUL

FRIDAY
SUCCESS IS IN MY REACH

GOALS FOR THE DAY
WHAT AM I GREATFUL FOR
WHAT MADE TODAY SUCCESSFUL