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## A Simple Networking Plan

- Networking can be the most powerful and productive face-to-face business building tool in the universe.
- Most business people don't plan to fail at networking, they just fail to plan their networking.
- The following worksheet will give you opportunity to create a simple networking plan for you to follow.
- If you don't have the answers to some of these questions, you're not alone. I invite you to contact us so we can set you up with a simple over-all business plan.

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1. *What do you do? (To answer this most effectively you can refer to either the "How to Perfect Your Spoken Business Introduction" Special Report or the complete "So. What Do You Do?" eProgram)*
  2. **Who is your target market? (Specifically)?**
  3. **What amount of income is your business projected to produce over the next twelve month period?**
  4. **What is your average annual income per client?**
  5. **How many clients do you need to reach your annualized projection?**
  6. **From what marketing strategy are you now getting most of your current clients?**
  7. **How many additional clients do you need to produce from your networking efforts?**
  8. **How many leads/referrals do you need to produce one new client?**

9. How many leads/referrals do you expect from each of your newly established relationships?
10. How many established relationships do you need to produce the desired number of leads/referrals?
11. What type of networking organizations are best suited for your marketing plan?
12. How many networking meetings will you need to attend per month?
13. How many outside meetings do you need to develop per week\_\_\_\_\_ per month\_\_\_\_\_?
14. How long are you prepared to follow your networking strategy?
15. What system are you using to maintain contacts and records?
16. What is your Marketing Budget? (Rule of thumb = 10% of projected gross)
17. What marketing and advertising media will be used and what percentage?
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|---|-------|--|-------|
| <input type="checkbox"/> Newspaper      | _____ | <input type="checkbox"/> Television        | _____ |
| <input type="checkbox"/> Magazine       | _____ | <input type="checkbox"/> Networking        | _____ |
| <input type="checkbox"/> Classified Ads | _____ | <input type="checkbox"/> Public Relations  | _____ |
| <input type="checkbox"/> Yellow Pages   | _____ | <input type="checkbox"/> Business Cards    | _____ |
| <input type="checkbox"/> Brochure       | _____ | <input type="checkbox"/> Promotional Items | _____ |
| <input type="checkbox"/> Radio          | _____ | <input type="checkbox"/> Web Site          | _____ |