



---

# Seven Networking Strategies to Increase Your Bottom Line



  
NETWORK TO  
**INCREASE YOUR  
NET WORTH**



# Who We Are?

**THE NETWORK**  
FOR WOMEN IN BUSINESS 

SMALL BUSINESS  
**BOOT CAMP**  
FOR WOMEN 

 **Go Get It 2013**  
Because It's Your Time





# Networking Works!





## Strategy #1 - Plan Ahead

Know who your ideal customer is and who it is that your business serves. Choose to attend those networking events that caters to your ideal market. This will allow you to **ace your event before you even arrive.**





## Strategy #2 - Ask for Referrals

Have a Referral Plan. Just in case you don't meet your ideal customer have a back up plan to ask for referrals.





## Strategy #3 - Ditch the Pitch!

Forget your 30-second commercial and speak from your heart. You know exactly what it is that you love about your business.



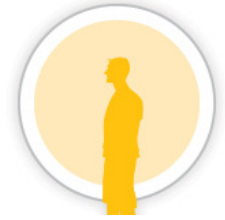


## Strategy #4 - Follow Up! Follow Up!

The fortune in networking is truly in the follow up. Have a strategy for following up with your leads. What do you do with your cards? Do you add them to a list? This is what we suggest: Use **Constant Contact** .







---

## Strategy #5 - Stand out from the crowd with video

Everyone follows up with using email. But try incorporating video in your email and stand out from the crowd.







---

## Strategy #6 - Work the Net, Don't Get Caught In It

Don't waste too much time online. Use the Net to increase the value of personal and business relationships. Use it as a tool to enrich your networking experiences.





## Strategy #7 - Learn from the Best

Don't try to go it alone. Learn from those that have done it successfully. Pick up a copy of Network to Increase Your Net Worth!



  
**NETWORK TO  
 INCREASE YOUR  
 NET WORTH**



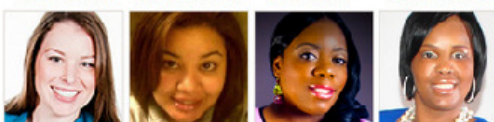
CHIKEOLA KARIMOU    AUDREY WOODLEY    CEE CEE CALDWELL-MILLER    AUDREY REED



ALICE HEIMAN    JULIA D. SHAW    JESELLE ELI    JAYNE RIOS



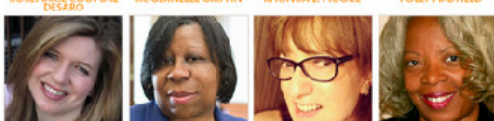
GRETA A. DOUGLAS    GENEVIEVE KUMAPLEY    DARLENE AIKEN    LUCRECE AUGUSMA



KRISTI BALLARD    KIOSHANA L. LACOUNT    KIM MCCARTER    KENDRA R. GAINEY



ROSEMARIE COUTURE DESARO    ROGERNELLE GRIFFIN    RHONDA L. MOORE    POLLY HADFIELD



MINDY BARNETT    MARSHA GRAHAM    WENDI CAPLAN CARROLL    VALERIE C. WELLS



TONI COLEMAN BROWN    TAYLOR STEPHENS    SHANNOYA FELLOWS    TANESHA WILLIAMS



CATHRYN CLARKSON FINLEY    CATHLEEN WILLIAMS

Chikeola Karimou

Audrey Woodley

Cee Cee Caldwell-Miller

Audrey Reed

Alice Heiman

Julia D. Shaw

Jeselle Eli

Jayne Rios

Greta Douglas

Genevieve Kumapley

Darlene Aiken

Lucrece Augusma

Kristi Ballard

Kioshana LaCount

Kim McCarter

Kendra Gainey

RoseMarie Couture DeSaro

Rogernelle Griffin

Rhonda L. Moore

Polly Hadfield

Mindy Barnett

Marsha Graham

Wendi Kaplan Carroll

Valerie Wells

Toni Coleman Brown

Taylor Stephens

Shannoya Fellows

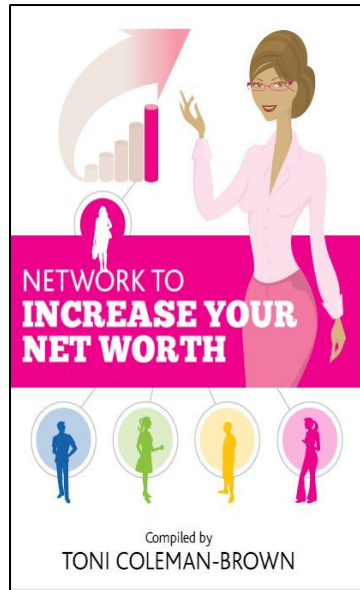
Tanesha Williams

Cathryn Clarkson Finley

Cathleen Williams



# NETWORK TO INCREASE YOUR NET WORTH



Pick Up  
Your Copy  
Today!

[www.amazon.com](http://www.amazon.com)