

The First 50: How to Start

YOUR FRIENDS WANT TO HELP YOU... BUT THEY DON'T KNOW HOW.

This list will help you change that. Follow the steps 1-3, then start talking to people!

1 - First, go through every category and make a list of everyone you can think of that fits each category. Keep going until you get your first 50 contacts. Repeat until you've listed every single person you know, aged 1 to 99. Seriously. **Understand this: Most of the people on the list** don't know what you do for a living, and have no idea that you are trying to find new connections and opportunities. They have never seen your resume or worked with you, which means they can't really speak to your knowledge, skills and abilities. It is your job to fill those gaps! Help them to help you by giving them a brief overview they can understand & use to help you make new connections.

2 - Next, make a note of how you think each person might be able to help you. Do they work in your desired job? Do they know people? Do you just want advice or suggestions? Perhaps you do not know if they can help you. You won't know until you try.

3 - Finally, call (ideal) or email / message every one of them to catch up with them and ...

- TAKE NOTES as you chat with each person. Put them in your database and put in notes.
- Check in with them first: "How's life? How are the kids? What's new with you?"
- Tell them briefly what you do for a living (superpower / market niche) and what you're looking for (what kind of connection) & how you think they might be able to help you.
- Be quiet and listen carefully to what they say.
- Ask for advice. People love to give advice & suggestions ... but only if you ask.
- Ask for referrals if they do not offer them up on their own. You can simply say "Do you know anyone in that space?"
- Ask them to introduce you personally to those people! Your chances of getting a response will go up exponentially if you are introduced (versus calling someone and "name-dropping" by saying "Jane suggested that I give you a call.")
- Say "Thank you!" Keep saying thank you.
- Connect with them on LinkedIn
- KEEP THEM POSTED on what happens with their referrals. Seriously. This is the step which separates master networkers from mediocre ones. You must circle back and let them know how their referral turned out (what happened, how did it go, and next steps). Make it a habit to keep track of referrals in a database. It will pay off years later!



The First 50 Networking List

Family			
Friends			
Relatives			
Neighbors			
Former co-workers			
Community contacts			
Suppliers/vendors			
Political contacts			
Organizations			
Former customers			
Faith community			
Alumni association			
Professional associations			
Spouse / partner network			
Accountant, lawyer, etc.			
Personal services (Hair, etc.)			
Other			
