

# NETWORKING ESSENTIALS CHECKLIST

START CONVERSATIONS. BUILD  
CONNECTIONS. FOLLOW UP LIKE A PRO.



**YOU DON'T NEED A  
MASSIVE AD BUDGET  
OR A MILLION  
FOLLOWERS TO GROW  
YOUR BUSINESS—YOU  
JUST NEED THE RIGHT  
RELATIONSHIPS.**

This checklist is designed to help you:

- Start conversations without the awkward small talk
- Follow up in a way that feels natural (not salesy)
- Stay top-of-mind so referrals keep rolling in

Think of it as your pocket playbook for building authentic connections that grow your small business—without burning you out.

So grab your coffee, pick one or two action steps to start with, and let's turn those "friend of a friend" introductions into real business opportunities.

# CONVERSATION STARTERS

USE THESE TO KICK OFF A CHAT AT EVENTS,  
COFFEE MEETUPS, OR EVEN ONLINE

## 1 **PRO TIP**

Lead with curiosity, not a sales pitch. People remember how you made them feel, not your elevator speech.

- “What kind of clients are you loving working with right now?”
- “What inspired you to start your business?”
- “What’s one business win you’re celebrating this month?”
- “What’s your favorite way to find new clients these days?”
- “Any tools or resources you’re obsessed with right now?”

# FOLLOW-UP STRATEGIES

SO YOU DON'T GET FORGOTTEN

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## PRO TIP

Following up isn't nagging—it's nurturing.

- Send a thank-you email within 48 hours.
- Reference something specific from your conversation (“Good luck with that new launch!”).
- Share a resource, article, or intro related to their business.
- Connect on LinkedIn or Instagram with a friendly DM.
- Set a reminder to check in 30–60 days later.

# TOP-OF-MIND MOVES

TO STAY VISIBLE EVERY MONTH

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## PRO TIP

The more you give, the more you grow.  
Generosity always circles back.

- Celebrate someone's win on social media.
- Comment on or share a partner's post.
- Email your network one helpful tip, article, or resource.
- Leave a positive review for someone you've worked with.
- Host a quick coffee chat, lunch, or Zoom happy hour.

# YOUR NETWORK IS YOUR NET WORTH

**Remember:** You don't have to meet everyone—you just need to build the right relationships. Small, consistent actions (like the ones in this checklist) add up to big results over time.

## Now it's your turn:

- Pick one conversation starter you'll try this week.
- Choose one follow-up strategy to add to your routine.
- Commit to one top-of-mind move every month.

Do this consistently and you'll create a referral network that works as hard as you do.

## Want to take it further?

If you're ready to put systems in place to grow your network AND your business, we'd love to help.

👉 Schedule a [Free Discovery Call](#) with Beefy Marketing]

👉 Visit our [Resource Library](#) and download our full guide:

**Friend of a Friend – The Hidden Power of Referral Marketing for Small Biz**

Because sometimes the only thing standing between you and your next big opportunity... is a friend of a friend. 😊