

NETWORKING STRATEGIES FOR DRASTIC RESULTS

Featuring
**CHATGPT TIPS FOR
NETWORKING SUCCESS**



BY TONI HARRIS TAYLOR





Why is Networking Key to Your Success?

In a word, RELATIONSHIPS!

There's an African Proverb that says, "It takes a village to raise a child." Let me tell you from my experience, "It takes a village to raise a business!" No one is an island and can be successful in their business on their own. Networking is not nice to have but necessary to grow your business.

Here's a few facts to support why networking is key to your success:

- 76% of warm referrals close
- You don't know it all! Being a part of a strong network opens you up to people, places and resources you might not otherwise know about.
- Tapping into your network can open doors for you. Doors that you didn't know existed.
- Community keeps you in business. Left to our own mindset, we would run and hide.

My strategy for networking success is **show up, be up, follow up to blow up!** This document will break down key strategies you can execute for networking success before, during and after an event or conference.

The strategies are going to feel drastic especially to those who hate networking, but when you implement them, they do work! Get out of your head and get into your heart after all your networking is not about you but the people, you are meant to serve. Use these strategies and your networking will soar!

Drastically yours,

A SPECIAL MESSAGE TO INTROVERTS

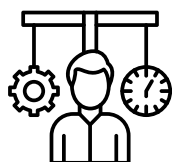


Networking can be a daunting task for introverts. Introverts tend to feel drained by social interactions, which can make the prospect of meeting new people and making connections feel overwhelming. However, networking is an essential part of building a business, and introverts can succeed at it by utilizing their unique strengths and strategies.

Many of my clients are introverts. They work with me because they know they need to get drastic with their networking. Networking has so many benefits and will create lifelong relationships to help you grow your business. Short of staying hidden behind the computer, all other methods of prospecting require you to get out of your comfort zone.

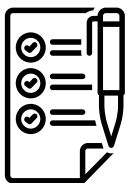
I want you to get the most of your networking. It starts with getting out of your head and into your heart. Your networking is not about you but about the people you are meant to serve. While you are feeling uncomfortable, your prospects are waiting on you and your impact. Don't keep them waiting. Show up, Be up, Follow Up and you will Blow Up!

Here are some tips to network effectively and comfortably (especially for introverts):



FOCUS ON QUALITY OVER QUANTITY

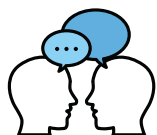
Introverts may find it challenging to engage in large groups of people, so it's important to focus on building meaningful connections with a smaller group of people. Networking events can be overwhelming, but try to set a goal of meeting one or two people and having a meaningful conversation with them. This will allow you to build a deeper relationship and make a lasting impression.

**PREPARE IN ADVANCE**

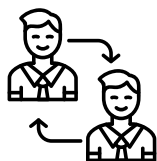
Networking events can be intimidating, so it's important to prepare in advance. Take some time to research the event and the attendees. This will help you identify people you would like to meet and give you a starting point for conversation. If you are prepared, you will feel more confident and comfortable.

**FIND COMMON GROUND**

One of the best ways to connect with someone is to find common ground. Look for opportunities to talk about shared interests or experiences. This will help you build a rapport and make the conversation feel more natural. For example, if you are attending a networking event for writers, you could start a conversation by asking about the other person's favorite book or writing style.

**FUSE YOUR LISTENING SKILLS**

Introverts tend to be excellent listeners, and this can be a valuable skill in networking. Listen carefully to what the other person is saying and ask follow-up questions. This will show that you are interested in what they have to say and will help you build a deeper connection. People love to feel heard and understood, so by being a good listener, you can make a lasting impression..

**FOLLOW UP**

After you have met someone, be sure to follow up with them. This can be as simple as sending an email or connecting on LinkedIn. By following up, you are showing that you value the relationship and are interested in staying in touch. This can lead to future opportunities and collaborations.

In conclusion, networking can be challenging for introverts, but it's an essential part of building a career. By utilizing your unique strengths and strategies, you can network effectively and comfortably. Remember to focus on quality over quantity, prepare in advance, find common ground, use your listening skills, and follow up. With these tips, you can make meaningful connections and build a successful career.

SHOW UP! STRATEGIES TO GET KNOWN AND BE PREPARED

1

Have great energy and be “attractive and inviting.” No one wants to approach someone who is not inviting. If you are on your phone, or computer and look busy then you will be passed over for new connections. Look alert and have a smile. Encourage someone to join you at your table or in your seating area.



2

Know what/who you are looking for – Who is your target market? What do you need in your business right now? To make the most of your networking you need to be clear who you to meet. What industries do you serve? Are there people in the event that are connected to your target audience?



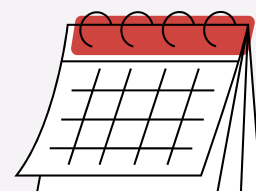
3

Standout from a crowd – What makes you unique? Wear your branded clothing. Be on the lookout for those key people.



4

Clear your calendar. Make sure you have open time slots on your calendar so that you can schedule appointments on the spot.



5

Prepare your elevator pitch. You should have a concise, short 10-30 second elevator pitch that leaves your listener wanting to know more. Your elevator pitch should include,

I help, empower, teach _____ (target market)

To _____ (problems you solve)

So that they _____ (Results you help them get)



YOU CAN ALSO USE CHATGPT AI TO HELP YOU CRAFT A BASIC ELEVATOR PITCH THEN SEASON IT WITH YOUR OWN FLAVOR.

Prompt: Write a 30 second elevator pitch for Toni Harris Taylor a networking coach for small business owners.



Result: Hello! My name is Toni Harris Taylor, and I specialize in networking coaching for small business owners just like you. As a successful entrepreneur myself, I understand the value of building and cultivating meaningful business relationships. Whether you're looking to expand your client base, increase your visibility in your industry, or simply connect with like-minded professionals, I can help you achieve your goals. With my proven strategies and personalized approach, you'll learn how to confidently navigate networking events, follow up effectively, and establish long-lasting connections that will benefit both you and your business. Let's work together to take your small business to the next level!

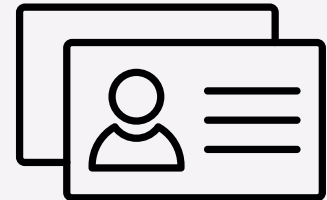


BE UP!

STRATEGIES TO GET CONNECTED AND BE PREPARED

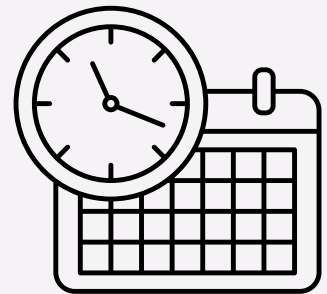
- 1 Business Cards** - Have your printed or digital business cards, preferably both. Printed cards are great for note taking, and to have something tangible that you can leave behind. Make notes where you met the person, memory jogs like what you discussed.

Digital cards are cute, but the problem is they get scanned, imported and then if you're like me, you don't remember who they are or where you met. You must have a system for keeping up with your cards even if it's opening your notetaker on your device to jot down their name, memory jogs etc.



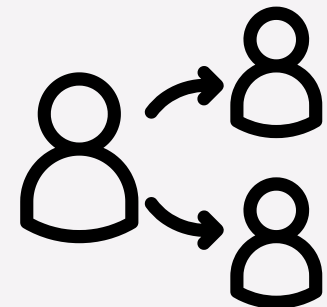
- 2 Ask for a date – THIS IS THE MOST IMPORTANT STEP IN NETWORKING SUCCESS!**

Every romantic relationship starts with a first date. To get more referrals, connections, collaborations and ultimately, close more sales, you have to get connected to those in your network who can open doors for you. People do business with you because they know you, like you, trust you and CONNECT with you. If they don't connect with, they can't help you.



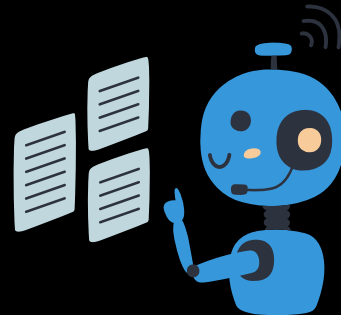
- 3 Give before you Receive – THIS IS THE 2ND MOST IMPORTANT STEP IN NETWORKING SUCCESS!**

No one likes a taker! Be a giver. Another reason to network is to have a network to share with your network. Introduce your new connection to someone they need to meet. They will be more likely to return the favor by making introductions for you too.



USE CHATGPT AI TO WRITE A RECOMMENDATION FOR THOSE IN YOUR NETWORK...

Prompt: Write a recommendation for business coach Lamar Tyler of Traffic Sales and Profit. Lamar has a supportive community and is helping Black entrepreneurs become 6, 7 and 8 figure business owners.

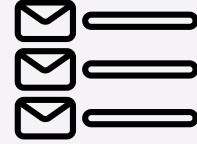


Result: I had the pleasure of working with Lamar Tyler as my business coach and I highly recommend him to any aspiring or established entrepreneur. Lamar's approach is practical, insightful, and backed by years of experience as a successful business owner himself. What sets Lamar apart is his deep commitment to supporting Black entrepreneurs, helping them overcome the unique challenges they face and helping them achieve 6, 7 and even 8 figure success. His supportive community is second-to-none, and the resources and insights he provides are invaluable. With Lamar's guidance, I was able to identify my strengths, clarify my goals, and take actionable steps towards growing my business. If you're looking for a coach who truly cares about your success, look no further than Lamar Tyler of Traffic Sales and Profit.



FOLLOW UP! STRATEGIES TO GET PAID AND BE MEMORABLE

- 1** Add them to your email and text message list. I receive referrals and get clients who have been on my list for years. Don't ever think that your networking contacts are stale.



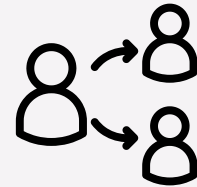
- 2** Catch up calls are golden. Add your contacts to your CRM and schedule a catch-up call for 90 days. On the catch-up calls, find out what their up to and how you can help?



- 3** Connect with your contact on social media. Engage with them. Take a picture and share it on social media to introduce them to your network.



- 4** Invite them to an event. If you are attending a networking event or conference. Invite your new contact to join you. If you are in the same city, meet and ride together so that you can deepen the connection. Share with them any events you know that are happening that will benefit them.



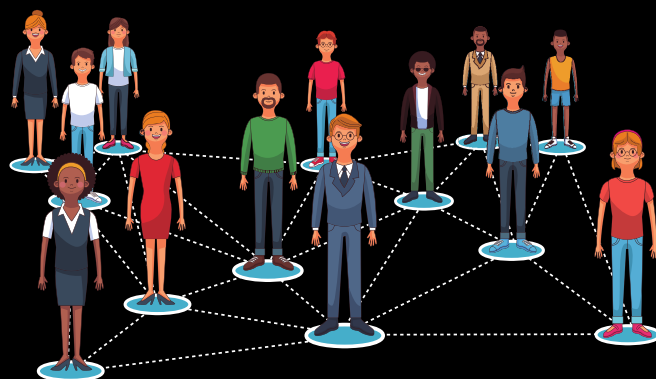
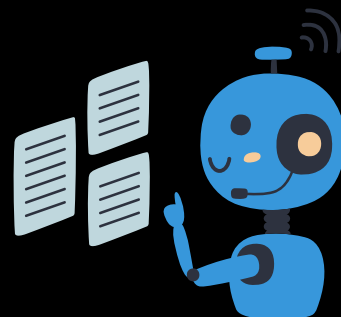
- 5** Send your new contact a gift. Give them a personalized gift and/or create a customized card with Mailbox Power. You can also add them to direct mail automation campaign. Send them promo products to keep your brand on their desk. If you're an author give them a copy of your book.



USE CHATGPT AI TO COME UP WITH GIFT IDEAS FOR THOSE IN YOUR NETWORK...

Prompt:

1. A custom notebook or planner with the prospective client's name or initials on it, and a note encouraging them to write down their business goals and thoughts during coaching sessions.
2. A book that aligns with the client's goals and interests, such as a motivational or leadership book.
3. A gift card to a local coffee shop or bookstore, where the client can take some time for themselves and reflect on the sessions with the business coach.
4. A branded pen set, personalized with the client's name and a message of encouragement.
5. A gift basket of healthy snacks or gourmet food, signaling the importance of self-care and wellness while running a business.
6. A subscription to an industry publication that aligns with the client's business goals and interests.
7. A themed gift box that aligns with the client's industry, such as a branded mug with tea bags for a consultant or a wireless charging pad for a tech founder.
8. Business tools such as a planner, dashboard, or calendar.
9. Reusable water bottles with motivational quotes that remind clients to stay hydrated and energized.
10. A gift certificate to a spa, salon or wellness center to encourage self-care.



CONCLUSION

In conclusion, **Networking Strategies for Drastic Results** is packed with actionable tips and insights from ChatGPT on how to effectively network and see tangible results. By following the primary steps of show up, be up, and follow up, readers will learn how to navigate networking events with confidence, build meaningful connections with potential clients or partners, and most importantly, establish long-lasting relationships that can take their business to the next level. With this practical guide, entrepreneurs at any stage of their business journey can unlock the power of networking and achieve the remarkable results they desire.



CHATGPT FOR NETWORKING SUCCESS



Use	Prompt
Write a strong Linked In profile	Write a complete linked in profile for Toni Harris Taylor. She is the CEO and Founder of Drastic Results Marketing and Sales Coaching. She also is the multi-unit, award winning franchise owner of Network in Action Global Partners. Toni is known as a Connector of People and she thrives on helping her clients to make connections, collaborations and conversions through relationships. Toni has won the Network in Action Rookie of the Year (2019); Brand Ambassador (2021); Community Service Award (2022); Entrepreneur of the Year for the PowerNetworking Conference (2022)
Locate organizations that cater to your target market	Show me 10 organizations or associations along with their websites that cater to [TARGET MARKET] in [CITY]
Research your new contact before your first 1-2-1	Research potential client Toni Harris Taylor. I would like to know her website, her LinkedIn profile. Who is she and what is her expertise.
Create a recommendation for networking connection	Write a recommendation for [NAME] who is a [PROFESSION]. Add their characteristics.
Create an elevator pitch	Write a 30 second elevator pitch for Toni Harris Taylor a networking coach for small business owners.
Write a follow up email after your 1-2-1	Write an email with emojis thanking [NAME] for meeting with you. Congratulate them on their latest accomplishment or invite them to an event [EVENT DETAILS]
Find gift ideas to be memorable to your networking contacts.	What are some gift ideas that a business coach can send to a prospective client.

ABOUT **TONI HARRIS TAYLOR**



Toni is an international speaker, 8x author and most recently her collaboration project, Viral Networking for Drastic Results™ achieved Amazon International Bestselling status in Sales and Marketing categories. Toni is a Videocast Talk Show Host, Philanthropist and has won several awards for her work including, NIA's first Rookie of the Year (2019), Brand Ambassador (2021), and Community Service (2022). Toni was awarded the 2022 Power Networker of the Year award by Dr. George C. Fraser, proving that Toni knows networking!

Toni Harris Taylor is an award-winning franchise owner of Network in Action Global Partners. NIA Global Partners is an international community of business owners who come together to mastermind to grow their business, bring each other warm referrals and be a supportive community for one another. Toni lives by the mantra, of being DRASTIC! In her business Drastic Results Marketing and Sales Coaching, she helps her clients learn strategies to get known, get connected and get paid to make six figures and beyond.



CONTACT TONI



DRASTIC RESULTS
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