



30 Years of Wisdom

THE OUTLANDERS NETWORKING PLAYBOOK

Turn one great conversation into real opportunities, without being salesy

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30 Years of Wisdom podcast

Prepared For :
Outlanders networking

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(10+ years)



THE OUTLANDERS NETWORKING PLAYBOOK

WHO THIS IS FOR?

Who this is for

You're going to an Outlanders event.

You want real connections.

Not random small talk.

This playbook gives you:

10 powerful questions, simple structure, and copy-paste follow-ups.

The only goal for tonight:

Don't try to meet everyone.

Choose ONE of these outcomes:

- One strong follow-up coffee
- One potential collaboration
- One warm introduction to someone you should meet

If you leave with one of these, the night was a win.





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YOUR 15-SECOND INTRO

Use this formula:

I help [who] with [problem] so they can [result].

Examples:

(adapt to your tone):

“I help entrepreneurs and teams show up clearly online, so their brand attracts the right people.”

1) For Tech people (developer, engineer, product)

“I help companies build and improve digital products, so users get a smoother experience and the business gets better results.”

2) For B2B (services, consulting, sales, operations)

“I help B2B companies solve [one core problem], so they can grow revenue with less chaos and more clarity.”

Easy examples to fill in:

- solve: “sales process” / “operations” / “customer retention” / “project delivery.”





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3) FOR AI / DATA / AUTOMATION

“I help businesses use AI in a practical way, so they save time, reduce mistakes, and make smarter decisions — without the hype.”

Alternate (for AI consultants):

“I help teams adopt AI safely and effectively, so it actually improves performance instead of creating confusion.”

“**I’m figuring it out**” intro (for people who don’t know what to say yet) that still sounds confident and opens great conversations.

Option A

“I’m currently exploring my next step professionally. I’m here to meet people, learn, and see where there’s a good fit. What brought you here tonight?”

Option B

“I’m in a transition phase right now — clarifying what I want to build next. I’m curious about what others are working on and open to opportunities. What are you focused on these days?”





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THE CONNECT, CLARIFY, COMMIT METHOD

Most people stay in “CONNECT” all night.

You’ll move one step further.

1) CONNECT

Warmth, curiosity, presence.

2) CLARIFY

Find the real topic in 60 seconds.

Ask: “What are you focused on building this quarter?”

3) COMMIT

A small next step.

Say: “This is interesting, let’s take one next step. Want to connect on LinkedIn and I’ll message you tomorrow?”





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10 QUESTIONS THAT CREATE REAL CONVERSATIONS

Pick 2 or 3. Don't interrogate. Listen!

Expect This: People will test your new boundaries. It's normal.

Business, growth, direction

1. What are you building right now, and why does it matter to you?
2. What's the biggest challenge you're solving this quarter?
3. What does "success" mean for you right now, not in general?
4. What do you wish more people understood about your business?
5. What kind of people are you looking to meet more of?

Human, values, energy

1. What's something you changed your mind about in the last year?
2. What's the best decision you made recently, and why?
3. What gives you energy outside of work?
4. What's a lesson you learned the hard way, but you're grateful for now?
5. What's a conversation you're hoping to have tonight?





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The 48-hour follow-up rule

Your network doesn't grow at events. It grows in the 48 hours after.

Use as-is, or personalize one line.

Before you go to bed, do this:

1. Save their name correctly
2. Add one note, where you met, what mattered
3. Send a connection request, same night or next morning
4. Send a message within 24–48 hours

Copy-paste follow-up scripts

Use as-is, or personalize one line.

1) Connection request (same night)

“Hi [Name], great meeting you at Outlanders tonight. I loved our conversation about [topic]. Would love to stay connected.”

2) Next-day message (simple and strong)

“Hi [Name], thanks again for the chat yesterday at Outlanders. One line stayed with me: [their insight]. If you're open to it, I'd love to continue the conversation. Want to grab a coffee next week?”





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3) Coffee invite (clear time windows)

“Hi [Name], I enjoyed meeting you at Outlanders. Want to grab a coffee to continue the conversation? I’m free [2 options]. If easier, feel free to suggest a slot.”

4) Collaboration angle (no pressure)

“Hi [Name], I keep thinking about what you shared on [topic]. There might be a nice collaboration angle here. No pressure at all, but if you’re open, let’s explore it in a short call.”

5) Referral builder (be the connector)

“Hi [Name], quick thought, you mentioned [need]. I might know someone you should meet. Want me to connect you?”

6) Not a fit, keep it warm

“Hi [Name], lovely meeting you at Outlanders. I don’t think there’s a direct collaboration right now, but I genuinely enjoyed the conversation. Let’s stay connected, and who knows down the line.”

7) If you forgot their name (it happens)

“Hi, we met at Outlanders yesterday at the Skybar. I’m Jacky. I realized I didn’t save your name correctly, and I don’t want to get it wrong. What’s the right spelling?”





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How to exit a conversation gracefully

You don't need to over-explain. Use one of these:

1. "I'm going to say hi to a few more people, but I really enjoyed meeting you."
2. "I'll grab a drink, but let's connect on LinkedIn, I'll message you tomorrow."
3. "Before we get pulled into other chats, what's the best way to stay in touch?"

Final note

Why preparation matters (and why networking isn't "sales")

Most people walk into a networking event hoping something "happens."

The problem is this:

If you don't know what you're looking for, you'll leave with random conversations, and no real next steps.





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Preparation changes everything.

**Because networking isn't about collecting contacts.
It's about building relationships.**

And relationships are always long-term.

**That's why the smartest people don't go to events to "sell."
They go to connect, understand, and create trust.**

Sales can come later.

But only after someone feels:

"I like you."

"I trust you."

"I know what you do."

"And I believe you're someone who adds value."

The real skill: becoming a connector

The fastest way to become memorable in any community is simple:

Don't ask, "What can I get from this person?"

Ask, "Who in my world could be valuable for them?"

Every conversation is an opportunity to connect two networks:
your network and their network





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When you train yourself to listen for:

- what they're building
- what they need
- who they're looking for
- what problem they're trying to solve

...you start spotting introductions that genuinely help.

That is what adding value looks like.

And here's the paradox:

The more value you create for others,
the more opportunities naturally come back to you.

So walk into the room prepared.

Not to impress people.

But to be present, curious, and useful.

Because the strongest network is not the biggest one.

It's the one built on trust.

One more thing

Protect your attention

Not every conversation deserves your energy.





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At networking events, you'll sometimes meet people who are not really present.

They talk at you.

They ask almost nothing.

And while you speak, their eyes scan the room for the next target.

That is not connection. And your time is too valuable for that.

So below you'll find a simple protocol to handle this with class:

How to redirect once and exit clean.





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The Anti-Salesy Boundary Protocol

How to protect your time when someone isn't really present

At networking events you'll sometimes meet people who are "performing."

They talk at you.

They ask almost nothing.

And while you're speaking, their eyes drift around the room.

That's not connection. That's prospecting!

Your job is not to tolerate it. Your job is to stay respectful and exit fast.

Step 1

Spot it early (the 3 signals)

1. They talk 80 percent, you talk 20 percent
2. They don't ask real questions
3. Their attention is split, scanning the room while you speak

If you feel this, don't over-invest.





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The Anti-Salesy Boundary Protocol

Step 2

Run the Two-Question Test (30 seconds)

Ask one of these:

“What are you hoping to get out of tonight?”

or

“What are you focused on building this quarter?”

If they still don't engage, don't try harder. That's your signal to move on.

Step 3

Redirect once, then exit clean

You get one redirect. After that, you leave.

Redirect script (one attempt)

“I hear you. Before we go further, I'm curious, what kind of person are you actually looking to meet here tonight?”

If they answer well, the conversation can shift.

If they keep pitching, you exit.





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Exit lines that feel natural and confident

Use one. No long explanation.

“I’m going to say hi to a few more people tonight, but it was nice meeting you.”

“I’m going to grab a drink and reconnect with someone, but let’s connect on LinkedIn.”

“I promised myself I’d meet a few people tonight, so I’m going to circulate. Enjoy the evening.”

“Thanks for sharing. I’m going to move on, but I wish you a great event.”

If they try to keep you stuck? Keep it calm.

“I’m going to stop you there. I’m going to circulate, but good luck tonight.”





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The value move that makes you memorable

**The best networking isn't "selling."
It's connecting networks.**

So instead of thinking:

"What can this person do for me?"

Train yourself to listen for:

- what they need
- who they're looking for
- what problem they're solving

Then say:

"Quick thought, I might know someone you should meet. What's the ideal introduction for you?"

That's adding value.

That's relationship capital.

That's what people remember.

