

# Power Networking for Results

How to Build Business Relationships that Help You  
Achieve Your Goals



**Course Book**

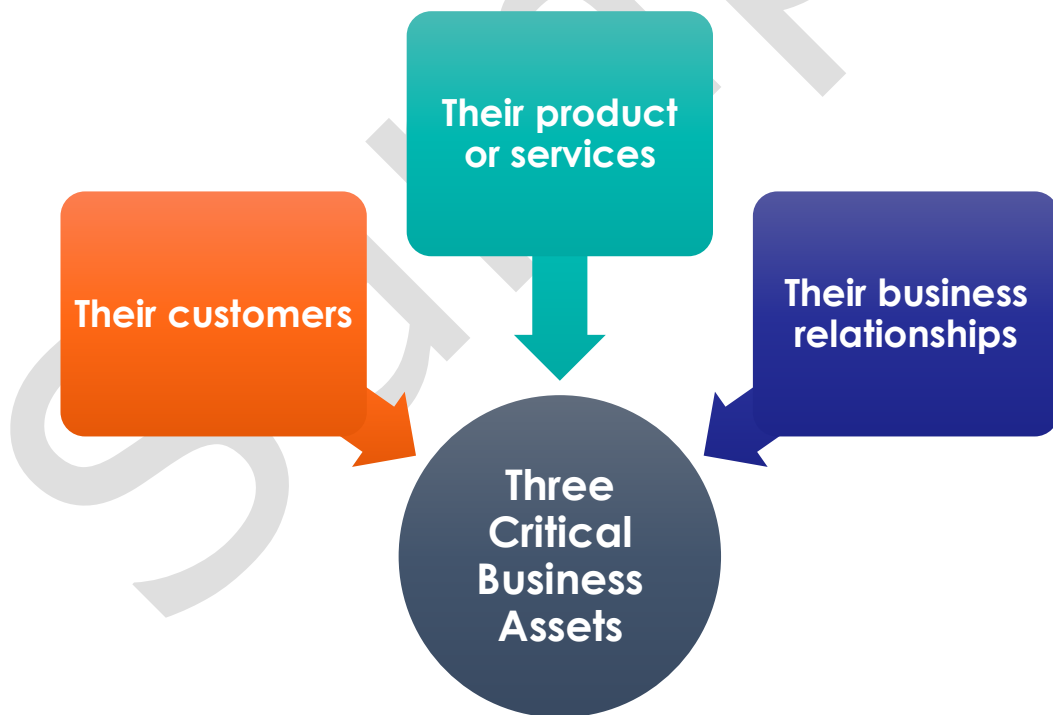
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# Introduction

Most successful business owners will tell you that there are three critical assets in their business:

1. Their customers
2. Their product or services
3. Their business relationships



All of these take hard work to develop, but the third one (business relationships) is one that often gets neglected. Relationships are difficult to build at the best of times. But, when you're busy with all the other "stuff" of life, they're often the part that gets neglected – whether they're personal or business relationships.

In this course, we're going to go through the essentials of building relationships through a focused process of networking with others. We call it "Power Networking for Results", because you're going to approach the process with a specific goal in mind.

## **Learning Objectives:**

By the time you complete this course, you'll be able to:

- Discover the power networking process that helps you build the type of professional network that's always in line with your goals
- Define your networking purpose so that you can start expanding your network with a specific goal in mind
- Evaluate the skills you have and the skills you need as they relate to your goal so that you can create a roadmap for your professional development
- Craft a story that contains the essentials people need to know about you and that's quick and easy for them to understand
- Identify your target networking prospects and where you can meet them, so you can be efficient with the time you spend building your power network

- Clarify and practice what you want to say to new contacts so that you go into your interactions fully prepared
- Master your follow-up strategy by creating a template you can use every time you network, so that you can grow your initial meeting into a mutually beneficial relationship
- Create your game plan so that you're organized, have a clear path to follow, and will see the best outcome for your efforts
- Measure and evaluate your networking results so that you can stay motivated and focused by seeing the progress you've made
- Adopt a positive mindset for your power networking so that you're confident to get out there and attract people to you
- Consolidate and implement your learning and plan future action steps, so that you can achieve the goals you set for this course and develop further.

This course is broken down into 11 major modules, an introduction, and a conclusion, to take you step-by-step through Power Networking for Results.

The modules follow a logical order, so while you can skip around if you want, it's best to work through them one at a time.

As you go through each module, use your Action Guide to help you complete the Action Steps at the end of each.

## **Expectations**

Before we start the course, take a minute to think about what you want to get out of it.

In the Action Guide, write down three skills you expect to gain.

Now that you're clear about what you want this course to deliver, we can get started.

# Module 1 - What Is Power Networking?

**P**ower networking is a life skill and lifestyle habit. It involves going out and meeting people in a systematic way in order to build a list of professional contacts. With power networking, you're meeting people with a clear goal in mind. However, it's not an activity you do only when you want something. It's an ongoing process that creates long-term, mutually beneficial relationships.

## Beyond Business Networking

When most people think of networking, they think of business networking. But power networking can be used for much more than just business. You can use it to learn what's new and hot in your industry. By connecting with other people, you can learn new skills and information that helps your business.

For example, if you're a creative person there's a great deal you can learn from others in your field. Non-profits can use power networking to spread awareness or seek funding. Activists tap their network to make changes in their communities or society at large. Many people use networking to achieve personal goals or simply to make new friends.

Whatever passion you have in life can be augmented through building a network of like-minded people. With a network, you can accomplish more of whatever it is you do in life.

## The Basics of Power Networking

Power networking is based on two fundamental concepts – abundance and reciprocity. Abundance means that there is plenty of everything to go around. When you have a good contact or a helpful skill, you don't keep it to yourself. You hook other people up, they hook you up, and there's no sense of competition.

Reciprocity is a fancy word for a simple concept – when you do something good for others, it comes back to you many times over. You help others with no expectations or obligations and their natural response is to help you back. This is the 'power' of power networking.

## You Are a Resource

The foundation of power networking is the idea that you are a resource for others. Of course, you expect some benefits from building your network, but this shouldn't be your sole focus. Instead, you are a resource that others in your network can use. When you pay it forward in this way, helping others solve their problems with your knowledge and expertise, they'll be more inclined to help you.

## Getting to Know You

Long before you expect anything out of the people you meet, you simply need to get to know them. There is no short-term gain in power networking. Everything is done for the long-term benefits. First, you build trust, rapport, and good communication with the contacts you meet. It takes time to earn



**ATTENTION:**

This is only an excerpt from our full course **Power Networking for Results**. The full, customizable course contains 11 major modules and Action Steps.

When you purchase a license for the course, you'll receive the editable files for the Course Book, Action Guide, graphics, social posts, and other