

Virtual Networking Checklist

When your only options for networking are, your list of tools gets a little shorter. Here are our top 10:

- Define your Goals and Timeline: Using your current and near future needs, decide what you need to get and how you are going to get there.
- Plan a Strategy: Ensure it includes passive and interactive methods, be sure to include a social strategy!
- Create a Nurture Sequence: How often will you follow up? How will you follow up? What is your purpose with following up?
- Be Specific with Social Media: Know who you are reaching out to, why and what you can offer them, in addition to why you want to create a connection with them
- Select Support Tools: Graphic design, contact management, email platform, video conferencing, maybe even a micro-website can all make networking easier
- Design Digital Tools: Professional touches like eBusiness card, email signature, and profile pic/avatar matter.
- Craft your Written Content: Scripts, one-pagers, social profile, case studies, pocket stories, introductions, thank yous and connection requests can all be written in advance and then tweaked to customize to your audience.
- Enhance Professional Presence on Video: Remember that sound, light, video, environment, and presence are all important even when you are working from home.
- Establish Value: Be ready with resources, information and connections to serve your prospects.
- Practice Listening Skills: stay curious, ask more questions to get clarity, be sure you are talking less than listening