

Virtual Networking Top Ten List

When your only options for networking are remote, your list of tools and tips 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 soon.
- **Plan a Strategy:** Ensure it includes passive and interactive methods and be sure to include a social strategy to ensure you achieve your goals!
- **Create a Nurture Sequence:** How often will you follow up? How will you follow up? What is your purpose for following up?
- **Be Specific with Social Media:** Know who you are reaching out why you're reaching out to and what you can offer them. Ideally, your "why" should include your desire as 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. All of which make networking easier.
- **Design Digital Tools:** Professional touches like eBusiness card, email signature, and profile pic/avatar. Small touches that matter.
- **Craft your Written Content:** Scripts, one-pagers, social profile, case studies, pocket stories, introductions, thank you copy and connection requests can all be written in advance and then tweaked to customize to each 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 listening more than talking.