

# NETWORKING IN 3,2,1...

*Every sale starts with a first encounter  
Networking can be intimidating, so take three steps*

## 3. BE PREPARED

- **Have a purpose - KNOW WHY YOU ARE NETWORKING**
  - Branding? List building? Strategic alliances?
- **Dress professionally - Live OR Virtual**
  - CHECKLIST LIVE: name tag, pockets, pen, tissues
  - CHECKLIST VIRTUAL: pad & pen, camera & good lighting, tissues, water
- **Accessible contact info - name, company, phone, email, website**  
either on a business card or a ready-to-copy-paste text file

## 2. HAVE TWO ICE BREAKERS READY

sports, the weather, something people agree on

## 1. TALK TO PEOPLE

- “Hi, I’m \_\_\_\_ tell me about YOU.”
- Listen & write it down. Notes help make you memorable for remembering about THEM
- Never give your elevator pitch unless someone ASKS for it
- Have a **20** word introduction

**and if you can't follow up within 48 hours,  
DON'T GO**



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