

### What are the important elements of a successful networking strategy?

<b>SKILL LEVEL</b>	Foundation
<b>VIDEO TIME</b>	04:51
<b>CORE COMPETENCE</b>	Networking Preparation
<b>VIDEO CATEGORY</b>	Networking Strategy
<b>VIDEO DESCRIPTION</b>	In this video, you'll discover the most important 7 elements of a successful networking strategy. This will make you much more confident and productive with your networking strategy efforts.

Businesses often fail because they either have no strategy or a bad strategy. Networking is similar. Unless you're going for volume (network everywhere you can, which will probably end in burnout!) then you need a plan. So what goes in that plan?

Watch Rob cover 7 important elements of a successful networking strategy that could help kickstart your networking and generate good ROI for you.



1. Be clear on what you do and what you sell - your proposition.
2. Be clear on who you sell to and through - your target market.
3. Identify where your targets are and how best to meet them.
4. Identify your particular networking objectives or goals.
5. Choose a blend of approaches that play to your strengths and style.
6. Align your networking to your overall business or career objectives.
7. Mix your networking with your other marketing and profiling activities.

**KEY ACTIONS:** good networking is not just about 'working a room' or being good with people. Many extroverts have failed 'big style' because they had no strategy. So do what the professional networkers do. Think through your plan and get all the key elements in place. Only then are you ready to get out there and start making those connections!

