

Networking 101

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- › Word-of-Mouth Marketing
 - Never underestimate who you are talking to

- › Referral marketing
 - Sow seeds, open relationships
 - Don't think about sales; this is about building social capital
 - Referrals are transfers of trust – so ensure it's a good referral
 - This is the systematic cultivation of social capital through referrals and networking

- › Word-of-Mouth Marketing Plan
 - What is your message? It needs to be simple, duplicatable, transferable and clutterless – where is the message's passion?
People buy based on emotion
 - Referral partners – people who can help further your message (and vice versa)
 - It is recommended to belong to 3 networking groups

- › When meeting someone, you want to learn GAINS
 - G = Goals
 - A = Accomplishments
 - I = Interests
 - N = Networks
 - S = Skills