



SEVEN PRINCIPLES OF NETWORKING MAGIC

- 1. CREATE CONNECTION:** what do you have in common?
- 2. LISTEN:** listen first before speaking; listen for opportunities to connect and serve
- 3. UPLIFT:** empathize and uplift (positive conversation)
- 4. SERVE:** connect them with resources, people, ideas; be genuinely interested in their welfare; be known as the go-to person who helps others (without giving away the store!) (eg. Thomas Tadlock)
- 5. LONG GAME:** be in it for the long game
- 6. CREATE GAP/CURIOSITY:** where can you leave a space so they enter into a conversation about your work? Why would THEY care? (eg “I teach about love”)
- 7. GO SLOWLY TO GO QUICKLY:** let it go and don’t be in a rush. Trust that the magic happens. The conversation will naturally turn to you.



EIGHT NETWORKING DO'S AND DON'TS

DON'T

- **Deliver long monologues** where people have no way to enter in
- **Present a canned elevator pitch** that you deliver the same way every time (these are different people)
- **Carry business cards** and hand them out to everyone; instead, try getting their info directly into your phone (just a few people!)
- **Get too caught up in getting it right**

DO

- **Be genuinely interested** in their welfare
- **Help the conversation** around the table – use fewer words; give spaces for people to enter in; find out what they care about
- **Tell good stories:** Does your story make ONE point? Is it relatable, connected with your listeners in some way?
- **Have fun!** Play and experiment!