

# For Introverts...and Extroverts Creating a Plan for Connecting

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*Create a plan of action before attending any event. The goal – to meet connections and future advocates – not to make immediate sales.*

**1. Find out who's attending (ask the host or organization for a list, ask others, check emails for others attending)**

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**2. Who do you want to meet at the event? Make a list of the top 5 (don't avoid the big names).**

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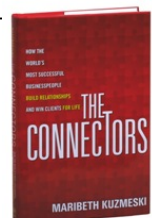
**3. Research people you may meet by going conducting a Google search or searching on social networking sites like LinkedIn to learn about attendees you want to meet. Use this information to develop conversation starters.**

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#### 4. At the event, let them do the talking (You ask the questions!)

Once the conversation is flowing freely, then you can move on to more in-depth business questions:

- What's the best thing that has happened to your business this year?
- What's one thing you've done that has really changed your career?
- What will you never do again in business?
- What's your biggest challenge?
- What's makes a good client for you?
- What do you find is the most effective way to keep a client happy?
- ...Then follow up with secondary questions.

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#### 5. Listen for the “remarkable” that people you meet say and record it (on their business card, in your mind, and later in your database).

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#### 6. Post Event Follow Up

Spend ten minutes after the event cementing your connections by adding the contacts into your database allowing you to keep track of all the connections you've made.

Include reminders to yourself of interesting or remarkable things people said, or that you learned so that you won't forget them and can refer back to them in later conversations.

Use email or LinkedIn to keep in touch.

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