

# BA Coaches Top Networking Tips

## Lisa Callahan

- Make sure you are going to meetings where people are teaching each other how to refer to each other. My networking group says **“What would I need to hear at a party or see on social media that would make me think of you?”**
- Once you find a good group, go to as many meetings as possible. Share your PMM. Get on committees and in leadership positions if possible and make connections outside of the meeting.

## Eva Olivares

- **Leverage your online networks** (such as Facebook Groups, online courses you’re enrolled in, and organizations you’re a part of). There is so much potential for creating connections in the online space the same way we do in person.
- I highly recommend keeping a spreadsheet to keep notes on who you are meeting, the conversations you have, and create a follow up reminder in your calendar to touch base with referrals and potential clients.

## Sage Lee

- Wherever you network, online or in person, **you must have a system for follow up with every single person you meet.** Make notes of what you talked about, set a system to remind you of the time you are scheduled to talk to them again. Keep following up. After a few conversations you will have won the know, like, and trust game. **Networking without follow up isn’t really networking.**

## Stacy Peasall

- Go to a networking meeting with an intention to set up at least one 1:1 follow up conversation. (This could be as simple as a Zoom coffee chat.) The purpose is for each person to learn about each other’s business and ways to best refer to each other.
- I also point out that most people don’t go to a networking meeting to buy, but most people are going to sell. So if you **go with the intention to build a relationship**, then you stand out from the crowd and can build solid referral relationships.

## Gina Marie Cassano

- Join virtual networking events, use the chat feature to introduce yourself and include your PMM. If possible, include a social media link to your profile or group. Keep note of who connects with you, and afterwards, invite them to connect on SM.
- Join Clubhouse rooms that are the interest of ideal clients. Raise your hand to speak, and introduce yourself using PMM. Message speakers that interest you. Use Twitter to follow speakers, and when invited to be a speaker, refer back to a Tweet that resonated with you.
- For follow up, set up a phone or video call to connect on a deeper level talking about how they're holding up during these challenging times. Ask "How can I support you?"
- **Remember your why...go into every conversation being intentional about the outcome you want.**

## Miranda Mitchell

- **When it comes to networking, what lights you up or excites you?** Are you excited about building relationships this way? When you find what feels exciting about connecting to people in this way it keeps your energy fresh, and it's easier to be consistent with this marketing strategy.

## Kari Morin

Two ways I've successfully "networked":

- **Joined a coaching collective with different types of coaches** (one was a career coach, another an adoption coach for parents, a health coach, etc.) and referred to each other.
- **Joined and even created masterminds with other entrepreneurs** so we could learn about each other's businesses, practice our pitches, get feedback and then promote each other. The mastermind I'm in now includes a photographer, a naturopath, an aspiring writer, a healthy cafe owner, a personal trainer, and a financial coach. It's amazing how we complement each other and how well we refer to each other evenly and regularly!