



After your networking event, do you ever ask yourself... (write a yes/no against each)

On the way home

Did I meet my goals?

Eg Did I speak to 4 people with whom I want to follow up? If you did – well done and yet was it too easy? If you didn't? Why not?)

How many introductions did I make?

The next day...

Do you block out time in your diary to send the nice-to-meet-you emails, any promised information and personalised invitations on Linked In, follow on twitter?

Also are you adding these contacts to your database?

The next fortnight....

If you sent an article/blog post over, do you ever give them a call to see what they thought of it? This often helps to build the relationship.

Over the next few months...

Are you regularly updating your Linked In status so they'll receive the updates?

Can you invite them to events, seminars etc that would be of use to them?

Can you make any useful introductions to help them out?

Other ideas include...

If you see some info that might be of use to them – send them a “Saw this and thought of you” email.

Contact them before other networking events to see if they're going.

Coaching Creatives specialises in helping agencies bring in new business. For more information about maximising your networks and winning business, check out www.coachingcreatives.co.uk or call Melissa Kidd on 0117 315 8531 or

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