

CHEAT SHEET 7

NETWORKING AND PARTNERSHIPS - EXPAND YOUR BUSINESS REACH



1
IDENTIFY KEY NETWORKS & GROUPS
Join industry associations and groups .



10
MAINTAIN & NURTURE RELATIONSHIPS
Regularly check in with your contacts & share helpful info

2
SET CLEAR NETWORKING GOALS
Define specific outcomes you want from your networking efforts



9
CREATE STRATEGIC PARTNERSHIPS
Identify potential partners who complement your business and propose collaborations



3
PREPARE YOUR ELEVATOR PITCH
Clearly communicate your business's value proposition effectively



8
OFFER VALUE
Focus on how you can help others first, which can lead to more fruitful relationships and reciprocation.



4
ATTEND RELEVANT EVENTS
Regularly participate in trade shows, seminars, and networking events



7
FOLLOW UP PROMPTLY
Send personalised follow-up messages within 48 hours



5
BE AN ACTIVE PARTICIPANT
Engage actively by asking questions and contributing to discussions



6
LEVERAGE SOCIAL MEDIA PLATFORMS
Use platforms like LinkedIn to connect with industry leaders



GROW YOUR NETWORK, GROW YOUR BUSINESS

BUILD & NURTURE RELATIONSHIPS THAT LEAD TO BUSINESS GROWTH

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CHEAT SHEET 1

1. Identify Key Networks and Groups

- Research and join relevant industry associations, business networks, and professional groups where you can connect with potential partners and clients.

2. Set Clear Networking Goals

- Define what you want to achieve from each networking opportunity, whether finding potential clients and partners or simply gaining market insights.

3. Prepare Your Elevator Pitch

- Craft a concise and compelling elevator pitch that communicates who you are, what your business does, and its unique value proposition.

4. Attend Relevant Events

- Regularly attend trade shows, conferences, seminars, and networking events related to your industry to make new connections and stay informed about market trends.

5. Be an Active Participant

- Don't just attend events; participate actively by asking questions, joining discussions, and presenting or volunteering if possible. This raises your profile and credibility.

6. Leverage Social Media Platforms

- Use platforms like LinkedIn to connect with industry leaders, join relevant groups, and participate in discussions. Share your expertise to build your professional brand.

7. Follow Up Promptly

- After making new contacts, follow up with a personalised message or email within 24-48 hours to recall your conversation and express interest in keeping in touch.

8. Offer Value

- When networking, focus on how you can help others. Offering helpful advice, referrals, or resources can make you memorable and increase your likelihood of receiving assistance.

9. Create Strategic Partnerships

- Identify businesses or professionals whose services or products complement yours and propose mutually beneficial partnerships.

10. Maintain and Nurture Relationships

- Regularly check in with your contacts and business partners, even when you don't need anything specific. Sharing helpful information or simply catching up can keep the relationship strong.

This cheat sheet provides practical steps for small business owners to effectively use networking and partnerships as powerful tools to expand their reach, build their brand, and drive business growth.

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