

Easy Networking Conversation Tool

3 STEPS TO MORE PRODUCTIVE NETWORKING CONVERSATIONS

EVIE BURKE

Despite what it sometimes seems networking isn't about collecting the most business cards at an event.

Networking is about creating relationships with people.

How do you create relationships? Conversations over a period of time.

Talking with new people can feel a bit scary—unnerving even.

And then there are those awkward pauses, ugh!

So, let me show you how to create 3 questions that avoid those awkward pauses!

Step 1: Recognize what everyone's favorite topic is

Themselves!

Everyone loves talking about themselves.

Ask a few simple questions that allow the other person to talk about their own life and business. And they will walk away feeling like you were a great conversationalist.

That's good vibes for you! And you've started to build know, like and trust.

Step 2: Ask open-ended questions

Open-ended questions are ones that don't result in a yes or no answer. Generally, any question that starts with are, is, have, can or will is a yes/no question.

Open-ended questions require a more in depth answer and will generally start a conversation.

Some good examples are:

- What do you like most about what you do?
- How did you get started?
- What are you excited about right now?



Easy Networking Conversation Tool

3 STEPS TO MORE PRODUCTIVE NETWORKING CONVERSATIONS

EVIE BURKE

- What are you looking forward to?
- How/Why did you start your business?
- How did you find out about this group?
- What other groups do you belong to/attend?

And asking “What do you do?” doesn’t count as one of your three questions. That one will probably be answered regardless of how it’s asked.

Step 3: How can you help them

The last thing to think about is what questions might help you to determine if you can help them with your services/product.

Before I go into detail, I want to be clear, you’re asking questions because you want to *help* and be of *service*. Because you’re reading this, I’m pretty sure that this is your primary concern (I don’t tend to attract people just looking for the latest tactics).

For example, I might ask “What other networking groups do you attend?” or “How do most of your clients find you?”

Think of what basic question you might ask to determine if you can help them.

It’s also important to know *who* your ideal client is. Is she a Mom/Dad? Grandparent? Grandchild? Entrepreneur? Executive? Doctor? Lawyer?

And if they’re not someone you can help with your product/service, get curious! Maybe you know someone else who can help them *or* someone who they can help.



Easy Networking Conversation Tool

3 STEPS TO MORE PRODUCTIVE NETWORKING CONVERSATIONS

EVIE BURKE

Now, it's your turn. Write down some ideas for questions you can ask. After you have a few written down, go back through and circle your top three.

Sometimes things we write sound different when we say them aloud. Practice your top three aloud and write your final version here:

1. _____
2. _____
3. _____

Tip: write these on a notecard and stick them in your purse for easy reference.

Easy Networking Conversation Tool

3 STEPS TO MORE PRODUCTIVE NETWORKING CONVERSATIONS

EVIE BURKE

Congratulations on taking the time to do this exercise! Print it out every month or so to review what's working, what's not and think of new questions!

Now, if you're ready to:

- ***Feel even more prepared and polished at your next event (instead of just winging it)***
- ***Confidently reach out to people you want to get to know better***
- **Create stronger relationships that lead to more business, and**
- ***Have someone to guide you each step of the way.***

Interested in learning more? [Email me \(evie@OneInsightCloser.com\)](mailto:evie@OneInsightCloser.com) for more information.

Contact Information

Evie Burke

One Insight Closer, Inc.

Email: evie@OneInsightCloser.com

Website: <http://OneInsightCloser.com>

