**My Networking Strategy**

1. Who is my ideal client?

*Where do they work? Where do they live? What do they do in their spare time? How old are they? What is their name? Be as specific as you can be.*

1. What am I trying to achieve with my networking activity? Who else do I want to meet?

*New business? New relationships? New suppliers? Contacts outside my usual network? Others who work for my ideal client or their sector?*

1. Where do people within this network tend to meet?

*(Remember you can think both online as well as face-to-face). See the Networking group suggestions document for ideas.*

1. How much personal and professional time am I willing and able to give up to attend networking events and follow up?