

Discussion	Minutes	Comments
1) Establish Purpose of Meeting a) Who connected you b) Why are you networking c) Hoped for outcomes	5	<ul style="list-style-type: none"> ▶ Sets the stage for the entire meeting. ▶ Time of meeting to establish other connections (college, business, colleagues, etc.)
2) Do a time check	-	▶ Prevents you from getting cut short or cramming in key points at the end
3) Information Exchange / Business card, etc.	-	▶ If you buy business cards - make them reasonably nice
4) 80% rule: Contact's background a) Their background b) Business c) Networking contacts for their business	10 - 15	<ul style="list-style-type: none"> ▶ Sends a clear message that this is a two-way networking meeting ▶ Do research on them in advance - come prepared with names of mutually beneficial contacts (know what they need)
5) Review your marketing plan	5	<ul style="list-style-type: none"> ▶ Make this very concise and specific ▶ Allow the detail to build - don't give all upfront
6) Your background a) Quick personal b) Companies/Roles Held c) Key Skills	3	<ul style="list-style-type: none"> ▶ Avoid listing job requirement - you should have these skills if you held that job ▶ Focus on the 2-3 skills that you regularly utilize - people will not remember any more
7) Networking contacts sought a) Target companies b) Other networking leads	5 -10	▶ Have list of targeted contacts - keep it updated, so you don't ask for those where you made several contacts
8) Wrap-up a) Summarize follow-up items - start with yours, then their items b) Offer a copy of Marketing Plan	5	<ul style="list-style-type: none"> ▶ Close it down quickly - don't linger and try to make idle chit-chat. Let your contact get back to work. ▶ You can e-mail your Marketing Plan after you meet