

MC3 Networking Tip 5//10/17

Is there a correct number of Connection meetings you should have per week to find success in networking? I'm sure we all have our own opinions and perspectives about the answer to this question, and allow me to share with you mine. Connection meetings have great potential. Imagine if fifty percent of Connection meetings you have with new people could lead to booked appointments within a week. Then imagine if 15 percent of first time Connection meetings led to booking an appointment within three weeks. This makes sense because a Connection meeting allows another person to learn the details of what your services are and how it can help them personally.

Good networkers suggest at least one Connection meeting per week, and to simply maintain your current relationship with someone, they suggest a Connection meeting with them at least once every 6 months. For us, belonging to a referral group of over 30 members, it would take us over 30 weeks to have a Connection meeting with every member. However, if you want to grow your relationships with those in MC3, not just maintain them, this means that more Connection meetings are in order.

The types of referral giver you are is directly impacted by how many Connection meetings you regularly have.

Advocators are approximately 90 percent of a network, and you should have a Connection meeting with them at least twice a year. These people will say good things about you when a referral "falls in their lap."

Promoters are approximately 8 percent of a network, and every 2 to 4 months you should have a Connection meeting with them. Promoters will listen to whomever they are talking with and recognize key words that relate to your business, thereby getting you a referral.

Finally, Creators are approximately 2 percent, at most, of a network, and every 30 to 45 days you should have a Connection meeting with them. Creators will actively engage the people they are talking with to find a referral out of thin air on behalf of your business

What type of referral giver are you?