

Networking Brilliance



This worksheet supports the second module of the Brilliance Incubator program. Use it to apply what you learned to make networking more effective for you.

Step 1 – Create a Goal

Circle your goals for upcoming networking events:

New Clients Referral Sources Speaking Gigs Finding a Resource (venues, admin, designer, etc)

Partner for a Program or Workshop Connections (at a specific company or industry)

Other:

What types of people are you trying to meet? (List industries, gender, positions, job titles, etc.)

What places and events do you believe you would find these people?

Who do you already know that may know some of these people or resources that you could ask to refer you to them?





How will you recognize a good lead at your next event?

What are some ways you can help people, beyond the scope of your business? (*Connecting people, recipes, travel suggestions....*)

List 5 people you “forgot” to follow up with in the past 6 months:

ACTION: CALL THEM RIGHT NOW

What are some places you already go, things you already participate in, that you can now turn into a networking opportunity?





What are you BRILLIANCE at?

If you waived a magic wand, and you could use that amazing brilliance of yours to network, what would you do? GO CRAZY this is MAGIC LAND!

Now, how can you translate that from magic land, to “real life”? What can you do that embellishes your brilliance in networking?

ACTION: PRACTICE USING YOUR BRILLIANCE IN NETWORKING

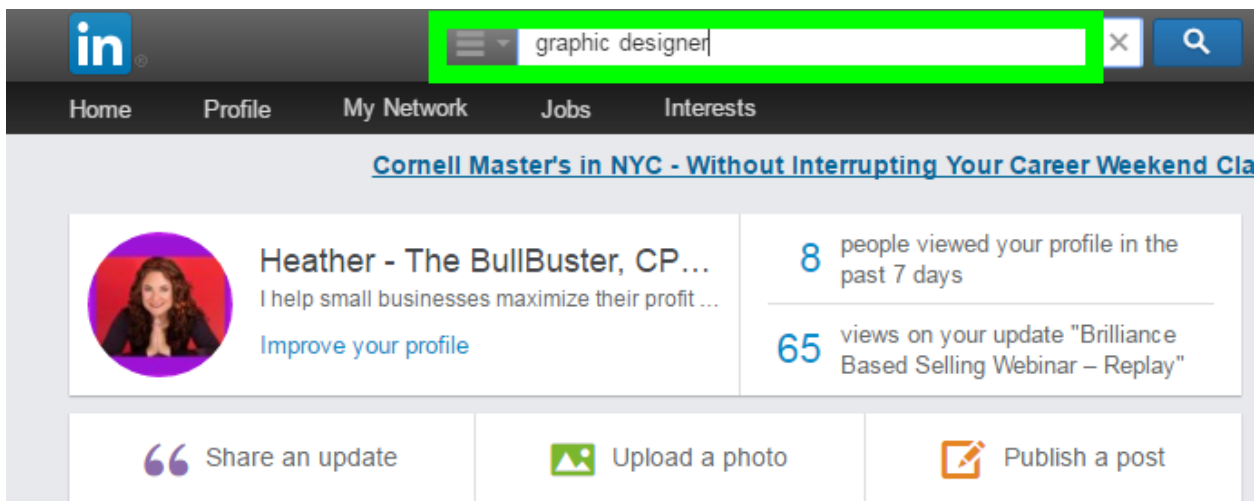
Below, write the date of the next networking event that aligns with your goals and strategies on the previous page and where you will practice using your brilliance:





How to network via LinkedIn:

Step 1: Look up the title or industry of your ideal contacts





How to network via LinkedIn:

Step 2: Consider filtering by geography. From the list of results, you will see if a person is already in your network (you will see the Message button) or, whether they are outside your network, and then you may want to connect.

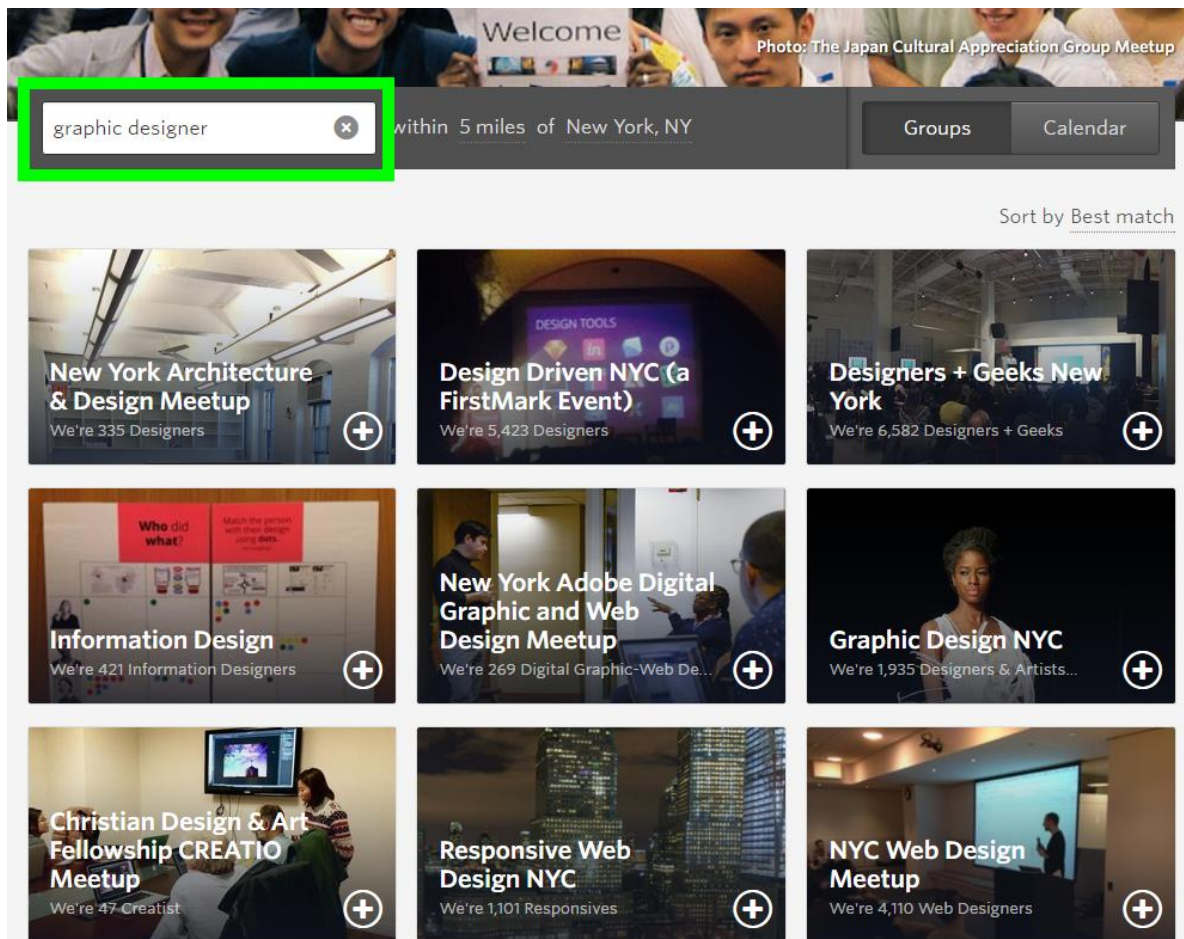
The screenshot shows a LinkedIn search interface. At the top, a search bar contains 'Graphic Designer' with a magnifying glass icon and an 'Advanced' link. Below the search bar are tabs for 'work', 'Jobs', 'Interests', and 'Business'. The results section shows '869,259 results for Graphic Designer'. A banner for 'Get free quotes from independent Graphic Designers on LinkedIn ProFinder' is visible. Below this, a message states 'Some search results have been filtered to improve relevance. Show all results'. The main list of results includes three profile cards: 1. Melanie June Hearn, 1st degree connection, Graphic & Multimedia Designer, Greater New York City Area, Design, 12 shared connections, 404 followers. A 'Message' button is highlighted with a green box. 2. Sheryl Checkman, 2nd degree connection, Graphic Designer at Sheryl Checkman Design LLC, Greater New York City Area, Graphic Design, 9 shared connections. A 'Connect' button is highlighted with a green box. 3. Jeanine Davis, 2nd degree connection, Graphic Designer for Non-Profits and Educational Institutions, WBE certified from NYS, Greater New York City Area, Design, 6 shared connections. A 'Connect' button is visible. Below the list, a filter bar shows 'Only show people in Greater New York City Area?' with a 'Filter' button. The final result is Michelle Shinagawa, 2nd degree connection, Freelance Graphic Designer at Freelance Graphic Designer, Greater New York City Area, Graphic Design, 3 shared connections. A 'Connect' button is visible.





How to network via Meetup:

Step 1: type in the industry or title of your ideal contacts, just like with LinkedIn.





How to network via Meetup:

Step 2: You will find groups that match. Click on the group, and then, click on the area that shows the number of members. (Sometimes they are referred to with a creative name, other than “members” as in the screenshot below.)

DESIGN DRIVEN NYC
A FIRSTMARK EVENT

Home Members Photos Discussions More [Join us!](#)

DESIGN DRIVEN NYC
New York, NY
Founded Aug 7, 2014

Designers 5,423

Group reviews 4
Upcoming Meetups 1
Past Meetups 15
Our calendar

Design Driven NYC is a community that lives at the intersection of design, user experience, and technology. We are a group who believes that great design is storytelling at its finest, and that it is a critical element to any successful product.

Check out [designdrivennyc.com](#) for photos, videos, and open UX/design positions across the #DesignDrivenNYC community.

[Join us](#)
Join us and be the first to know when new Meetups are scheduled

[Who do I know here?](#)
Log in with Facebook to find out
By creating a Meetup account, you agree to the [Terms of Service](#)

Welcome to Design Driven NYC, a monthly event for designers to learn and get inspired.

Upcoming 1 Past Calendar

Design Driven NYC #16 (a FirstMark Event)

What's new





How to network via Meetup:

Step 3: Now you will see the list of members, and you can scroll through and if one seems interesting, you can click on their name.

New York, NY
Founded Aug 7, 2014

About us...

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Our calendar

Help support your Meetup
Chip in

Organizers:
Andrew Oved, Amish Jani, Dan Kozikowski, Matt Turck
Contact

Members

All members (5,423) The Leadership Team (4)

Sort by: Connection to you Name Date joined

Jaideep Punjabi
Joined February 3, 2016

Lori Cheek
Joined November 3, 2014

Stefanie
Joined October 21, 2015

Elizabeth Waterman
Joined September 3, 2015

Alexandra Harper
Joined February 14, 2016





How to network via Meetup:

Step 4: When you click on someone's name, you can send them a private message to see if they want to connect via email, phone, etc.



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Stefanie

Message

Report/Block

Location:

New York, NY

Hometown: New York

Member since:

October 21, 2015

Networks





Resource Round-Up:

Some ideas for a CRM system to use:



Less Annoying CRM

www.lessanoyingcrm.com **\$10/month**



Highrise

www.highrisehq.com **FREE!**



Contactually

www.contractually.com **Starts at \$35/month**



Use this page to note down any main “A-ha’s”

[illegible]