

30 days to *gain* a better network.

THE *WORK THE POND!* PLAN

Start Date: _____

End Date: _____

- 1. STASH BUSINESS CARDS EVERYWHERE.** Then give them out. Give a card to at least seven new people per week for a month. If you are running low on cards or your information is out of date, order new ones.
- 2. GO TO FOUR EVENTS IN THE NEXT 30 DAYS.** Take a tag team-mate: a friend, a customer or client, a potential client, or go alone. If traveling in pairs, remember 'the rules' of tag teams. Note: these events don't have to just be for business. We want you to meet new people!
- 3. GO TO EVENTS ARMED WITH A GREAT TRIBAL INTRODUCTION.** When someone says, 'So, what do you do?' have a short, easy-to-understand answer. Tribal Introductions take work to craft. Make it interesting.
- 4. EXPAND YOUR NETWORK.** Make this **the** month you join a new group, volunteer, or buy a ticket to a new 'pond'—some place you don't normally circulate.
- 5. RECONNECT WITH YOUR OLD NETWORK.** Dust off your old address book or scan your data base and reconnect with seven people you haven't talked to in years--yes, years! Try www.classmates.com. Remember, your network is always on.
- 6. STEP OUT OF YOUR COMFORT ZONE.** Next time you are in a line up or in your office elevator **talk** to someone. Think of the possibilities: What if, the most important person you know is someone you haven't met...yet!
- 7. GREAT NETWORKERS ARE CONNECTORS; BECOME ONE.** Connect two people who you know, but who don't know each other. Do it again next week, and the week after. That's *Positive Networking*®!

Based on: ***WORK THE POND! Use the Power of Positive Networking to Leap Forward in Work and Life*** (Prentice Hall Press)

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Available at www.amazon.ca

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