

From
Contacts to
Clients:

Smarter
Business
Networking

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- ◆ **Chambers of Commerce
(Wide end of the Pool)**

- You gain **broad visibility** and connect with many people.
- Great for **initial exposure** and brand awareness.
- Relationships tend to be **shallow** unless nurtured further.

The Networking Pool of Success



◆ Networking Groups

- These offer **regular touchpoints** (weekly or monthly).
- You start building **recognition and rapport** with others.
- Referrals happen more often but may still be general.

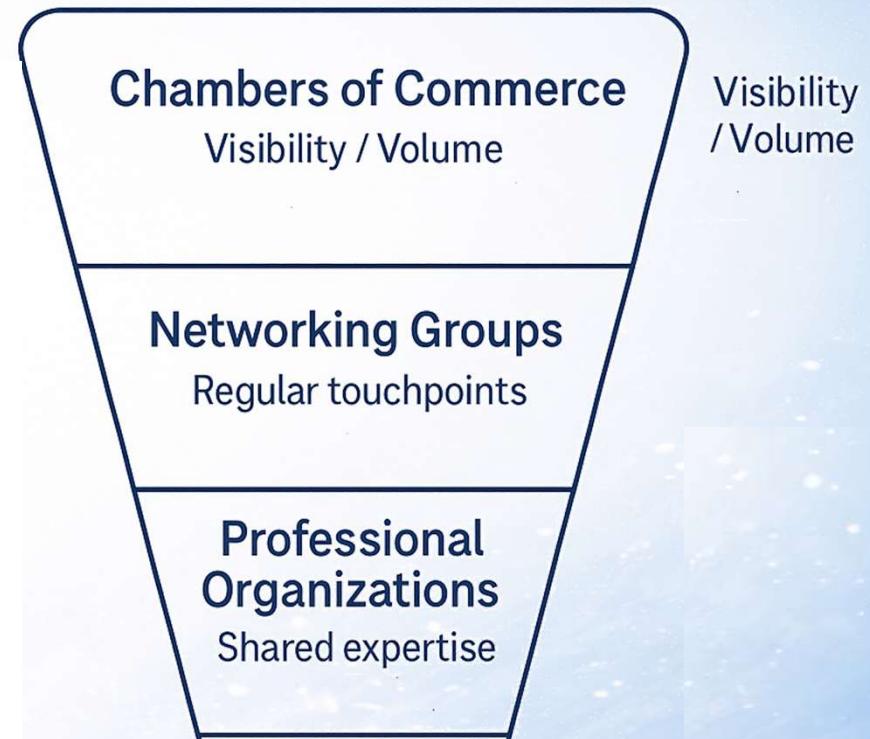
The Networking Pool of Success

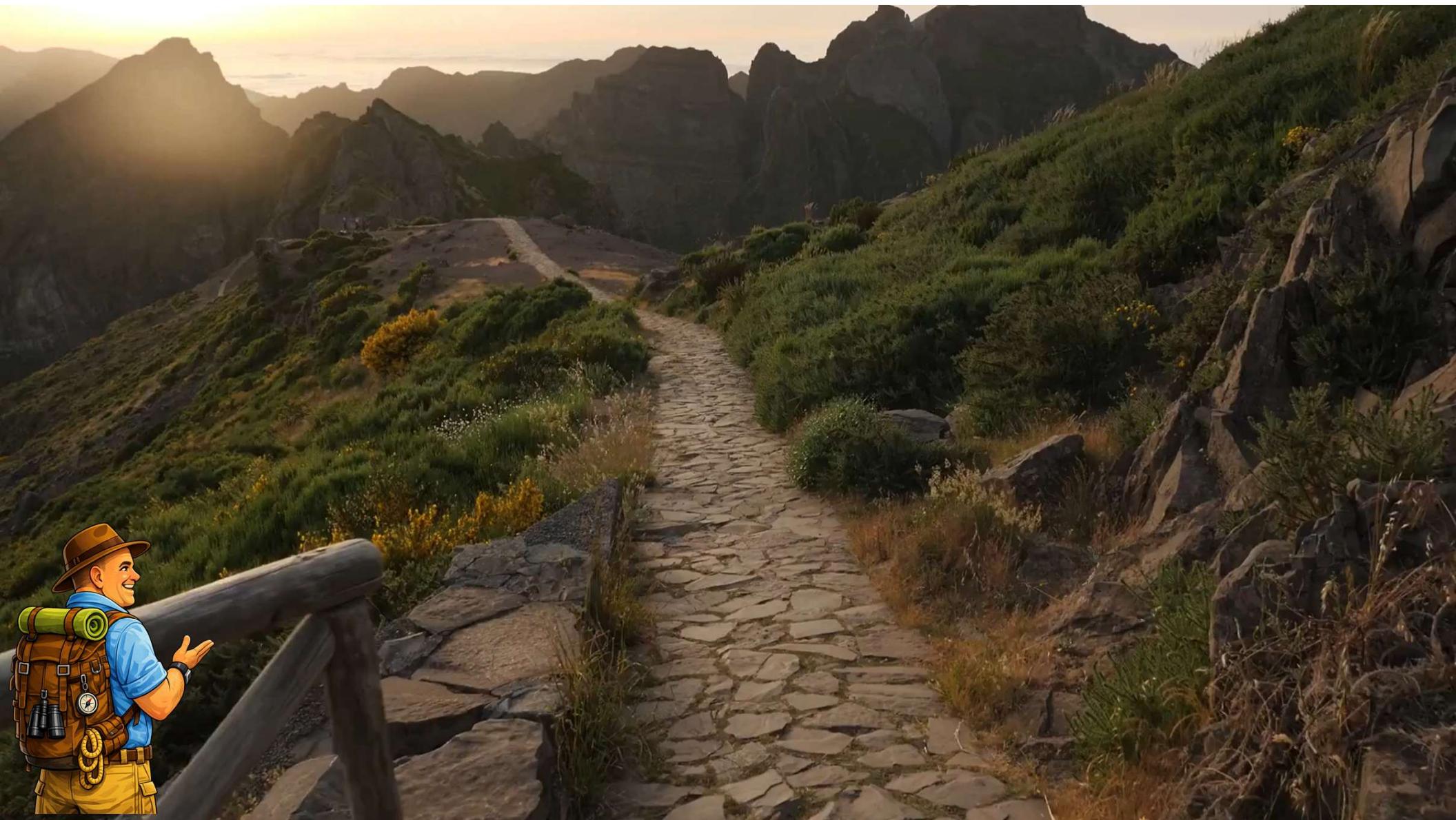


◆ Professional Organizations

- Centered around **shared expertise, credentials, or industries.**
- Trust builds faster due to **common ground.**
- Relationships grow stronger, and referrals are more **qualified.**

The Networking Pool of Success

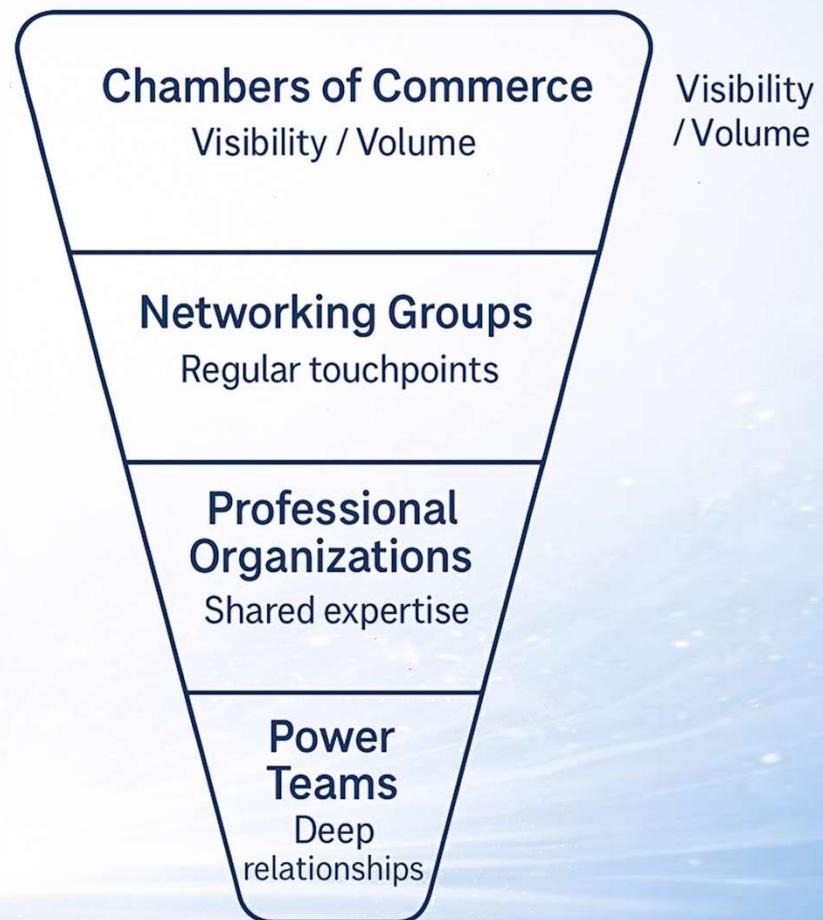




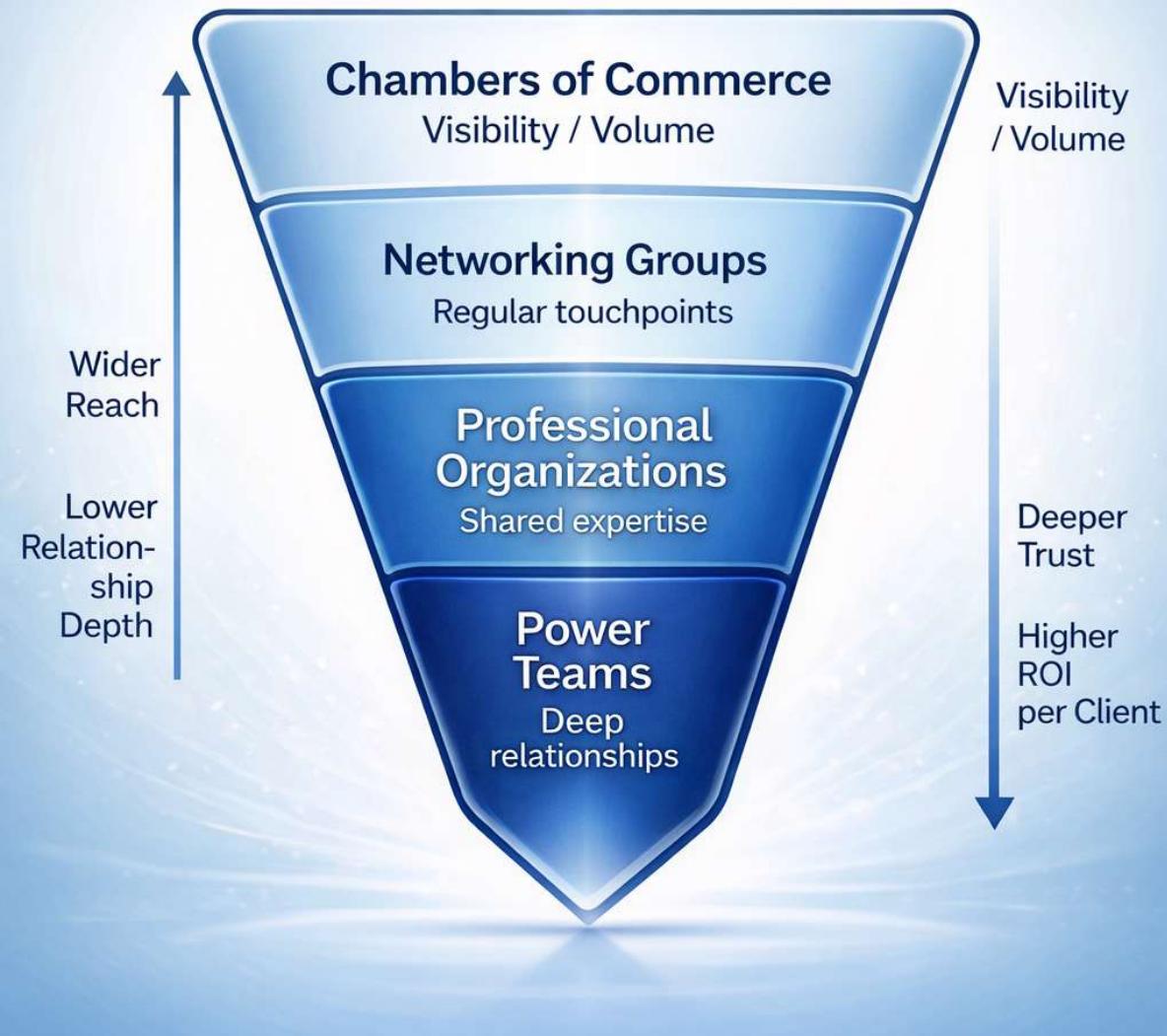
◆ Power Teams (Deep End of the Pool)

- These are your **referral dream team**—complementary, strategic partners.
- Built on **deep trust and consistent collaboration**.
- Fewer contacts, but each is high value with **strong ROI**.

The Networking Pool of Success



The Networking Pool of Success



Networking Email Signature Worksheet



**Make Networking Easier and More Effective—
Without Adding More to Your Plate**

Email Template (Save as Signatures)

Follow-Up After Networking Event- 3 Simple Lines, no Promotion

Signature Name: Networking - Great Seeing You

It was great seeing you at the networking event recently. I hope to see you again soon.

I'm always up for meeting one-on-one. Schedule a meeting with me either in-person or online:
youronlinebookingslink.com

In the meantime, let me know if there's anything I can do to help you and your business.

Sincerely,

Your Name, Title

Company Name

Your Phone Number

Your Tagline/ BRAND Statement of what you do (5 Words or So)

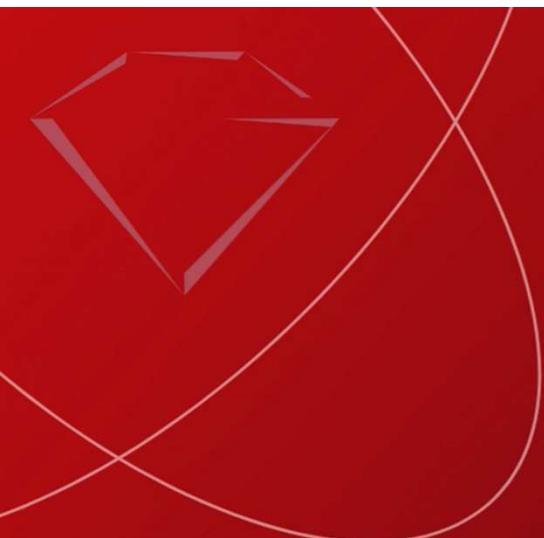
Navigator Activity Tracker



Track Your Weekly Networking Wins

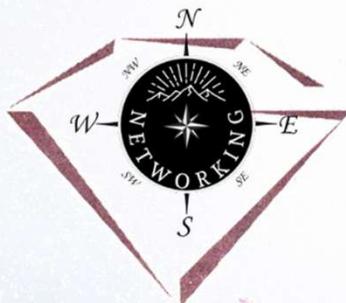


	Monday	Tuesday	Wednesday	Thursday	Friday	Weekend	Week Total
Face to Face	1						
	2						
Face to Face	3						
Group Networking	1						
	2						
Great Calls with Leads	1						
Phone Calls with Leads	2						
Calls with Leads	3						
with Leads	4						
Leads Referral Partners	5						
Referral Partners	6						
Partners Past Clients	7						
Past Clients	8						
	9						
Current Clients	10						





**THE NETWORKING
NAVIGATOR**
Turn networking into results



EFFECTIVE NETWORKING TECHNIQUES

SUBSCRIBE AND RECEIVE:

- Weekly networking tips and strategies
- Practical exercises to build your skills
- Worksheets and templates
- Access to an exclusive community



Monthly Themes & What You'll Gain

Each month of the Navigator Calendar builds momentum with a focused theme – helping you improve one area of your networking strategy at a time.

January – Set Networking Goals with Time Management

- Gain clarity and create personal metrics to track your growth

End January, Beginning of February – Navigator Decision Matrix

- evaluate opportunities with clarity, alignment, and confidence before committing your time, energy, or identity.

February – Givers Gain

- Giving high-quality, thoughtful referrals that build trust and credibility

March & April – How to Get Along with Everyone

- Understanding how people think, act, and make decisions.

End of April - Presenting Your Expertise

- Build confidence and trust when talking about what you do

May & June – Business Development Strategy Planning

- Turns big-picture ideas into a clear, actionable business development plan.

End of June – Social Media Networking

- Increase your visibility and nurture relationships online

July – Mid Year Reviews

- Reignite momentum and take breakthrough actions



August - Elevate Your Elevator Pitch

- Sharpen your message to create clarity and spark interest

September - Network with Purpose

- Align your actions with your goals and build deeper connections

October - Develop Power Partners

- Use tools and language that make it easier to be referred

November - Practice Gratitude & Recognition

- Deepen loyalty and create meaningful relationship moments

December - Reflect, Celebrate, Plan Ahead

- Capture key lessons and prep for a strong start next year

Your Weekly Networking Focus

Each Monday, you get an email with the **Success Track Focus** to help you stay consistent – without burnout.

- **Measure:** Track your activity and results (events, 1:1s, referrals).
- **Nurture:** Prioritize high-trust connections and power partners.
- **Clarify:** Strengthen your message and referral ask.
- **Follow Up:** Keep warm leads engaged and reconnect where needed.
- **(Optional) Be Bold:** Stretch your comfort zone – host, pitch, post, or reach high.



Not sure where to start?

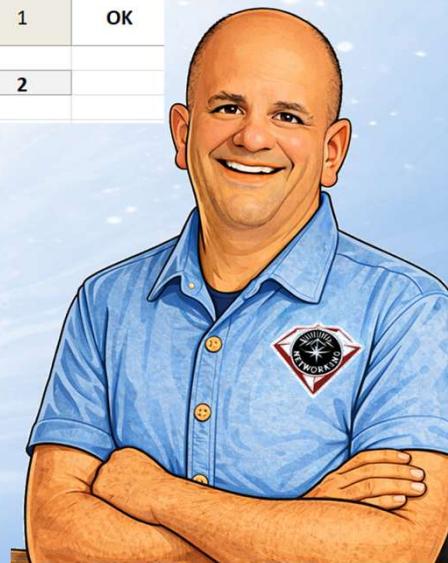
That's okay. You'll always have access to **all** Networking Navigator tracks. Paths simply give you a **guided starting point** — and you can switch anytime as your goals evolve.

Use the **Navigator Assessment Auto scored Selector:**



A		B		C		D		E		F		G		H	
1	The Networking Navigator — Path Selector (Auto-Scoring)														
2	Instructions:		• For each question, choose the ONE option that fits you best right now.												
3															
4	#	Question	Clarity & Confidence option		Pick (1)	Consistency & Visibility option		Pick (1)	Growth & ROI option		Pick (1)	Check			
5															
6	1	When you introduce yourself at networking events:	I struggle to clearly explain what I do			I know what to say but I'm inconsistent			I'm confident but want better results		1	OK			
7	2	My biggest networking challenge right now is:	People don't fully understand my value			I disappear when work gets busy		1	I'm networking regularly but ROI isn't where I want it			OK			
8	3	What would help me most right now?	Clear messaging and confidence			Structure and consistency		1	Strategy that turns relationships into referrals			OK			
9	4	After networking events, I usually feel:	Unsure if I communicated well			Motivated but inconsistent with follow-up		1	Energized but wanting more tangible outcomes			OK			
10	5	Which statement fits you best?	I need to sharpen how I communicate my value			I need a repeatable networking rhythm			I need stronger partnerships and measurable results		1	OK			
11			Clarity		0	Consistency			Growth		2				
12		Totals						3							
13															

A				B		C		D						
1	Results (Auto-Calculated)													
2	Totals													
3	Path		Score			Best for								
4	Clarity & Confidence		0	Clear messaging + confidence in introductions; communicate value so people										
5	Consistency & Visibility		3	Build a sustainable rhythm; stay visible; follow up consistently without overwhelm.										
6	Growth & ROI		2	Strengthen Power Partners; turn activity into referrals; track ROI and adjust with										
7	Recommended Path													
8	Result:		Consistency & Visibility											
9	Next:		Start with the guided Path you scored highest in — but remember you have full access to all Success Tracks anytime.											
10														
11														
12														
13														
14	Sign up Here: https://thenetworkingnavigator.mysite.app/products/courses/view/1185896/?action=signup													



★ Clarity & Confidence

Best if you say:

"I struggle to clearly explain what I do, I don't always introduce myself confidently."

This path helps you:

- Clarify who you help & add value
- Communicate with confidence and ease
- Adapt your style to different people
- Improve introductions so people remember you

Success Tracks include:

- Introducing Yourself with Impact
- The Platinum Rule
- Givers Gain
- Presenting Your Expertise

★ Consistency & Visibility

Best if you say:

"I know networking matters, but I'm inconsistent when life gets busy."

This path helps you:

- Build a sustainable networking rhythm
- Stay visible without overwhelm
- Fit networking into a real schedule
- Follow up consistently and professionally

Success Tracks include:

- Time-Smart Networking
- Messaging Map Templates
- Gratitude & Recognition Routes
- Event Strategy Navigator

★ Growth & ROI

Best if you say:

"I'm active, but I want better referrals and measurable results."

This path helps you:

- Turn activity into real opportunities
- Track what's working and adjust
- Align networking with business goals
- Build intentional Power Partner relationships

Success Tracks include:

- The Power Partner Path
- Business Development Plans
- Referral ROI Tracker
- Year-End Strategic Reset

\$25/MONTH



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For \$5 off your First Month

Actually Use Promo Code
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ESFIVEOFF
\$5 off for Life!



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