

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.

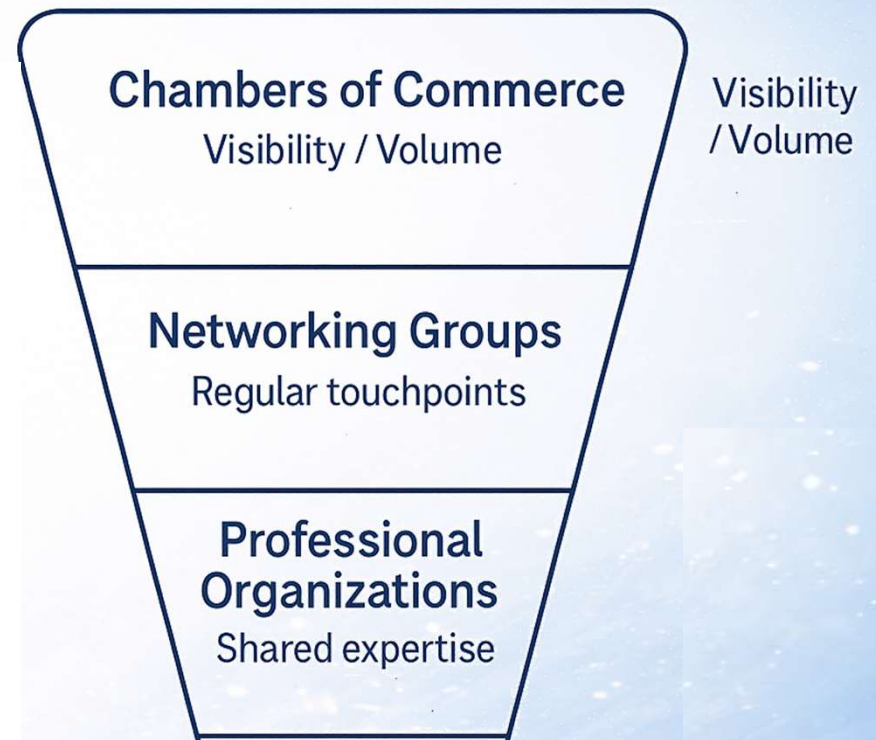
The Networking Pool of Success



◆ 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



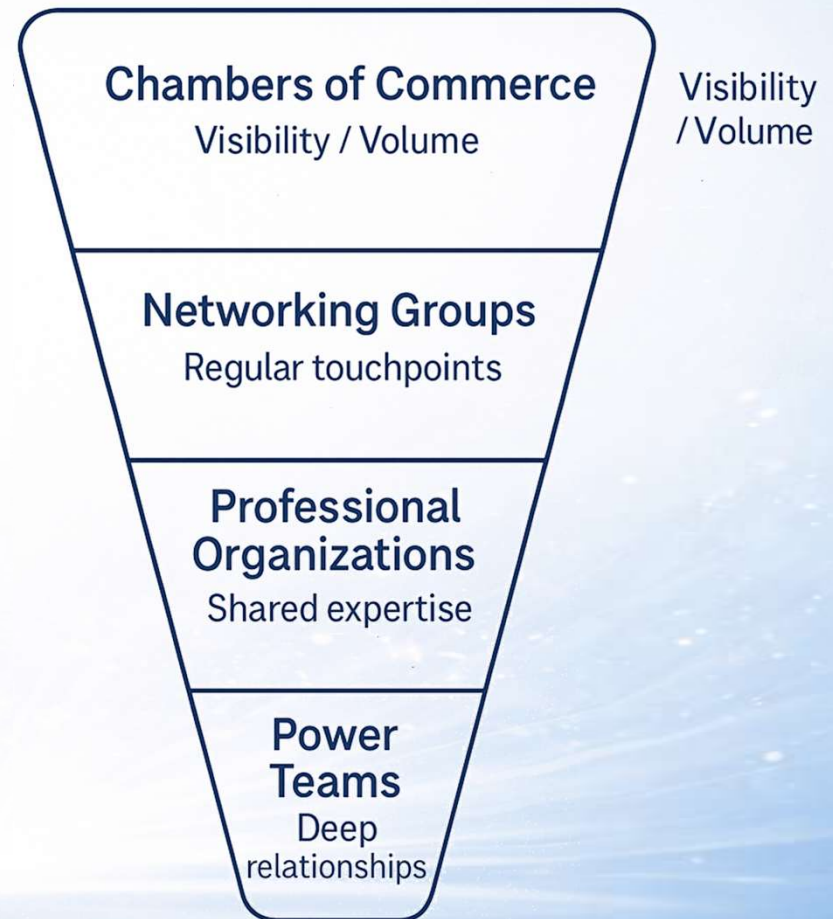


◆ Power Teams

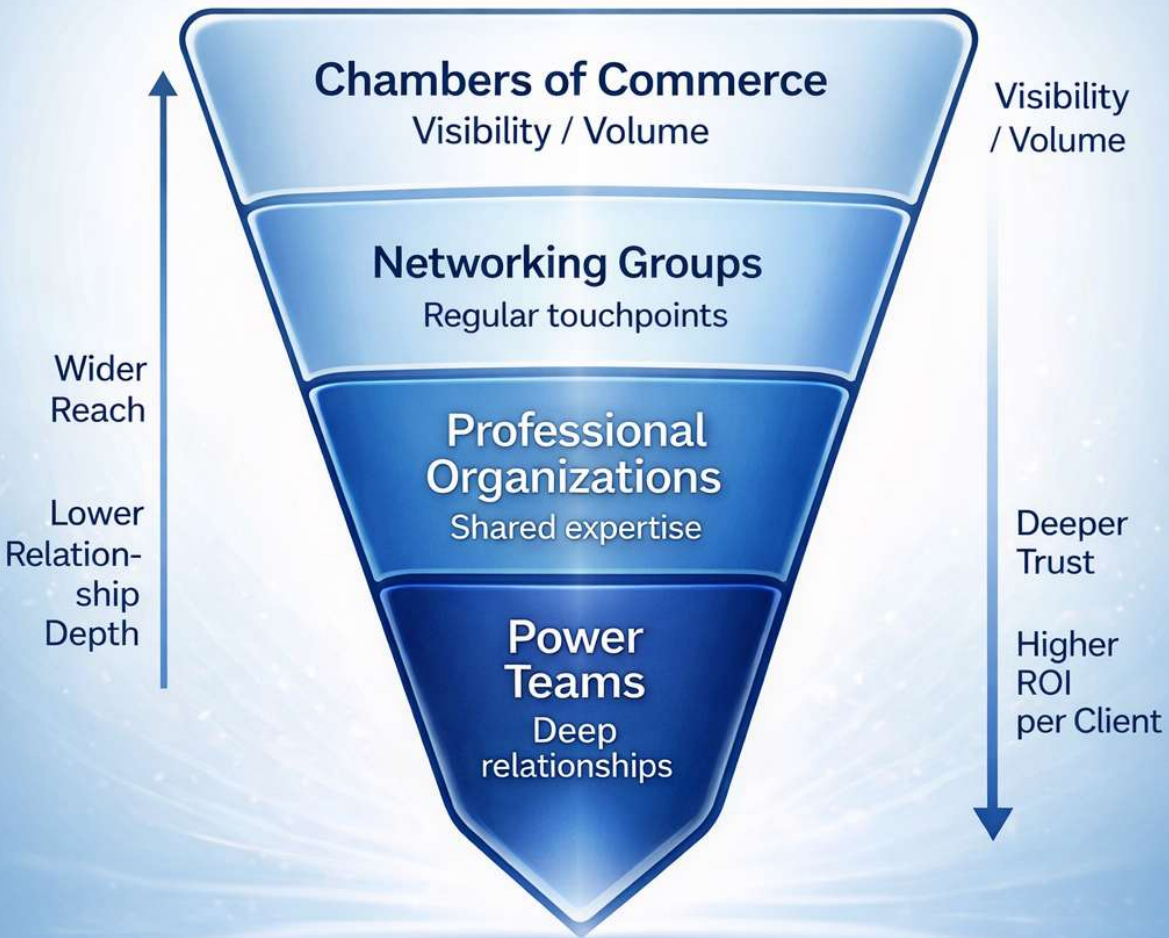
(Deep End of the Pool)

- 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)

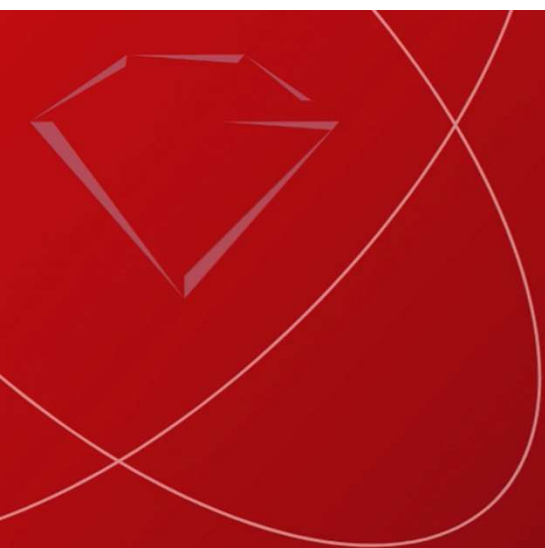
Navigator Activity Tracker



Track Your Weekly Networking Wins



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



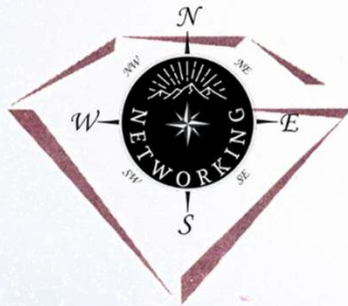
**THE NETWORKING
NAVIGATOR**

Turn networking into results



**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.



**THE NETWORKING
NAVIGATOR**
Turn networking into results

Not sure where to start?

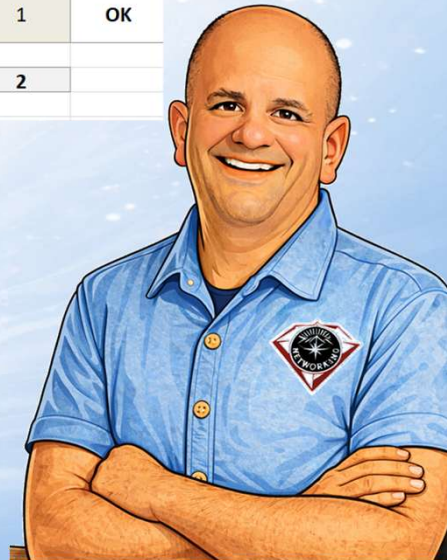
That's okay. You'll always have access to **all** Networking Navigator tracks. Paths simply give you a **guided starting point** — and you can switch anytime as your goals evolve.

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:							
3	• For each question, choose the ONE option that fits you best right now.							
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		Consistency		Growth	
12		Totals		0		3		2
13								

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

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