

Playbook/Worksheet: Contacts to Clients Blueprint

Strategic Positioning + Consistent Action → Sustainable Growth

The Networking Pool of Success

Networking isn't one-size-fits-all. Not all groups serve the same purpose — and not every contact is created equal. That's why it helps to think of your networking strategy as a **funnel**:

- ♦ **Chambers of Commerce – Broad Visibility, Low Depth**

Great for initial exposure and brand awareness. You meet many people, but relationships are shallow unless intentionally nurtured.

- ♦ **Networking Groups – Regular Touchpoints**

These offer consistent visibility (weekly or monthly) and allow you to build trust over time. Referrals tend to happen, though they may still be general.

- ♦ **Professional Organizations – Shared Expertise**

These build credibility through industry alignment or credentials. Trust grows faster and referrals become more specific and qualified.

- ♦ **Power Teams – Strategic Partnerships**

This is where ROI happens. Built on deep trust, Power Teams bring consistent, high-value referrals. Few contacts, high impact.

Use the Pool Like a Pro

“Start wide, then go deep. Your goal isn't to meet everyone—it's to build trusted, profitable relationships.”

Ask yourself:

- Which level of the funnel is taking up most of your time?
- Where are your strongest relationships coming from?
- Where do you need to go deeper, not wider?



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The Navigator Calendar: Your Networking Rhythm

Intentional networking isn't reactive — it's rhythmic.

The most successful professionals don't rely on chance. They follow a structured rhythm that builds momentum week by week and month by month. The Networking Navigator Calendar offers that rhythm — a strategic, year-round plan that ensures you're not just showing up to events, but consistently deepening relationships, increasing visibility, and creating opportunities that align with your goals. Each month features a fresh focus, so you're not overwhelmed by everything at once.

Month	Theme	What You'll Gain
January	Set Networking Goals – Givers Gain	Clarity and direction for your year; personalized metrics to measure progress
February	Presenting Your Expertise	More confidence and trust when sharing your value in conversations
March	Social Media Networking	Increased visibility and engagement with your network online
April	Track & Measure What Matters	Better insight into what's working so you can double down
May	Leverage Events Strategically	A plan to turn each event into follow-ups, referrals, or opportunities
June	Maximize Introductions	More warm leads and connections from your Power Partners
July	Mid-Year Reset & Bold Moves	A fresh start and momentum boost for the second half of the year
August	Elevate Your Elevator Pitch	A polished, compelling pitch that sparks more interest and action
September	Network with Purpose	Clear priorities and deeper relationship-building with aligned partners
October	Get More Referrals	Systems and language that make it easier for others to refer you
November	Practice Gratitude & Recognition	Stronger loyalty, goodwill, and meaningful touchpoints
December	Reflect, Celebrate, Plan Ahead	Lessons learned and a plan to start next year with intention



Your Weekly Networking Focus

Each month in the Navigator Calendar follows a **4-week rhythm** designed to build clarity, connection, and momentum.

Instead of prescribing rigid tasks for each week, this structure gives you a **repeatable cadence** to work within — so you can tailor your networking to your goals, calendar, and current opportunities.

Here's how to think about it:

- **Measure:** Take stock of what's working — and what isn't. Tracking activity and results ensures your effort stays aligned with your goals.
- **Nurture:** Focus on strengthening strategic relationships like Power Partners and referral allies. These are the people who multiply your visibility and impact.
- **Clarify:** Fine-tune your messaging, asks, and offers. The more specific and confident you are, the easier it is for others to refer you.
- **Follow Up:** Reconnect with those who've gone quiet, express gratitude, and check in with new contacts to keep relationships warm and active. *Use the Templates!*
- **(Optional) Be Bold:** If there's a fifth week — or extra time — use it to stand out: try something new, visible, or outside your comfort zone.

 *These aren't one-and-done tasks. They're building blocks. Each week prepares the ground for the next — so your networking becomes a cycle of consistent, strategic action.*

Apply This Now

- Subscribe to the Networking Navigator for access to monthly tools, worksheets, and support
- Color-code networking in your calendar (e.g. blue for events, green for 1:1s)
- Block time for each weekly focus — treat it like client work
- Use the Networking Pool framework consistently to balance wide visibility and deep relationships
- Set monthly goals aligned with each calendar theme

Navigator Insight

"Busy doesn't equal connected. Strategic rhythms create momentum and measurable growth."