

Making Lists of All the People in Your Network

The Starting point for getting conversations is first determining who your networking connections are and starting to assemble lists of these people.

There are at least 10 categories of prospects and connections.

1. Networking Connections

This is anyone and everyone you know in business. And not just recently, people you've known for years. You may have been out of touch with these people, but don't worry about that now.

2. Presentation Attendees

This is anyone who's attended a talk, workshop, webinar, etc. This includes people who attended years ago or those who attended recently. As they showed enough interest to come to a presentation, they are often the most qualified prospects.

3. Organization Members

Do you belong to a chamber of Commerce, a professional association, a service club? You joined these group to network and to meet new people, but almost nobody does anything to actually make that happen! This is a big untapped resource for most independent professionals.

4. LI Connections

All those people in LinkedIn may also be found in some of the above categories. But it can also be a great place to look up your connections to learn more about their business and what they are working on.

5. Email List

If you send out an email newsletter, those on the list are often very good prospective clients. For the past 20 years, this is where most of my new clients have come from. They know who you are and you have their email addresses so they are very easy to contact.

6. Past Clients

This is anyone and everyone you've worked with before. These may be individual clients or owners and managers of companies. As long as you've done some work

with them, there is potential to do more work with them. Once you've connected with several people in your network in the 5 categories above, this is the next place to start.

7. Referrals

Anyone who comes as a direct referral is obviously a good prospective client. They usually contact you, but you can also work to generate new referrals from those in the categories above through your outreach conversations.

8. Referral Sources

These are generally business people whose clients need your services. I've had clients whose main source of new business was referral sources. This is a group of connections that many find worth cultivating.

9. Speaking + Podcast Hosts

The more talks you give and the more podcast interviews you give, the more presentation attendees you will have to connect with. Working on getting opportunities to speak and be interviewed is a great way to generate new prospective clients.

10. Cold Contacts

Finally, in some cases, cold contacts may be good prospective clients for you. But without any connection or affiliation, it can be hard to reach out and get a response from them. So, finding some connection can make all the difference.

Assignment

Start making lists of people in all these categories.

You might put them into a spreadsheet or into tables in Word. Start just with names. You can add emails later.

Once you contact someone, it's a good idea to add them to a CRM system to keep track of them. You can make notes of any conversation you've had and add a reminder to get back to them later.

One system many of my clients use is “HubSpot CRM” – <https://hubspot.com> It’s completely free and is easy to use. There are many other online CRM systems. Use whatever works for you, but you must have a system or this process won’t work.

If you have names in your email list, you only need to transfer someone to your CRM once someone sets up a meeting with you. Same goes for LinkedIn.