

# Networking for Success

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## What Networking Isn't...

Attending every event

Collecting Business Cards

Making small talk

First Impressions

Working the Room

LinkedIn - Cold Connections



## What Networking Is...

Prioritizing what to attend

Quality, not quantity

Meaningful Dialogue

Follow-Through

Authentic & Engaged Interactions

Appropriate & Informed Intros

# What Networking Truly Is...

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**“The action or process of interacting with others to exchange information and develop professional or social contacts.”**

Key words: *exchange* information.

**Come with something to give.**

**Give before you can get.**

Networking is like a bank account -  
You have to make deposits & shore up social capital before making a withdrawal.

# Building a Network

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## ➤ Identify Networking Opportunities

## ➤ Develop an Action Plan for Events:

- Research who will be attending and identify key prospects
- Schedule networking meetups ahead of time when possible:
  - Online Events: Everything is scheduled in advance, so make sure you do your homework in the 2-3 weeks leading up to the event
  - In-person events: Reach out to prospects and let them know you'll be attending and ask to set up time at the conference.
- Follow up after the event!

## ➤ **Make a Conversations List:** 50 people to deepen relationships with over the next 12 months

# Local Networking Opportunities

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# Networking around the World

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- Use Social Media Strategically: LinkedIn / Twitter
- Join and Engage with Industry Groups
- Ask for Introductions from Existing Contacts
- Attend Virtual Conferences / Events



# Maintaining a Connection

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1. Immediately after meeting someone, take notes on the business card that will help with future touch points (*spouse/kids/pets, city of origin, interests/hobbies, travel, expertise, etc.*)
2. Rate the level of Potential and determine frequency of follow-up
3. Connect on LinkedIn and/or Twitter
4. Send message containing something of value. Find out their passion and interests, and find a way to add value on those topics (*research, article, book, intro*).
5. Maintain the connection. Routinely touch base, ask how you can help them and update them on your progress.

# Resources

## Tools for Contact Info & Lead Generation:

- LeadIQ.com
- Hunter.io

## Podcasts:

- Networking Without “Networking” With John Corcoran on the Art of Manliness Podcast #92

## Books:

- Never Eat Alone: And Other Secrets to Success, One Relationship at a Time, by Keith Ferrazzi
- How to Win Friends and Influence People, by Dale Carnegie

## Articles:

- HBR: 8 Questions to Ask Someone Other Than “What Do You Do?”  
<https://hbr.org/2018/01/8-questions-to-ask-someone-other-than-what-do-you-do>



# Connect with Me!



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