Network Your Network

Want to get lots of new leads? There’s a way to grow your network that works almost like magic, and it’s as simple as you and a friend telling a few of your own contacts about the other person!

Step 1: A Few Sentences

Write a brief intro about you and your biz, get a friend to do the same, and then swap.

Here is an example that I wrote and give to my contacts to share with their contacts. The idea is to keep it brief and to raise interest.

Hi, Name,

I want to introduce you to my friend Bryan and his company, Pixingo. They help businesses stay top-of-mind with their customers and prospects through printed greeting cards. When you visit Pixingo, you select a template, add your message, and tell them where to mail it. Then Pixingo prints, addresses, and mails your branded card for around a dollar. No minimums. The lifespan of emails or texts is only a few seconds, but an actual greeting card hangs around for about 17 days!

Here is Bryan’s info:
Bryan Thayer
bryan@pixingo.com
801-415-9544
pixingo.com

Step 2: Intros

You both e-mail several of your contacts, CC each other, and make an introduction using the other person’s self-description to do it.

So, let’s say your friend is a dentist, and you’re going to network each other, you would say something to your contacts like:

Hi, (contact),

Meet my friend Grant. He’s a dentist in your area. I know you just moved into the area, so I thought you could use a tip on a great dentist.

[insert whatever Grant wrote about himself]
Step 3: Thank-You

When you are copied on an intro from your friend, hit “Reply All”, and thank your friend for the introduction, tell the new contact that it’s nice to meet them, and offer to connect.

Here’s an example.

Thank you, (friend’s name).

Nice to meet you, (new contact). I would love to learn more about what you do. If there is a good time to connect in the next week, please let me know.

Your name

Now your network is bigger and more personal!

That’s all there is to networking your network!

When you’re introduced to new people, your goal is to connect as soon as possible. Learn about what they do. Ask them questions. Find out if they are looking for help or direction. Look for ways to help them.

You’ll find that they will in turn ask about your business. This will open a discussion where you’ll be able to share the benefits of your business!

Now decide who will be the first friend you’re going to do this with. Then keep doing it over and over.

You’ve got this!

Have fun,

Bryan