**Networking Strategy**

In the tables below, complete as many of the gray cells as appropriate for your strategy. Feel free to add rows if needed but be sure to keep your strategic targets limited to a manageable number. Remember, it’s better to grow deep relationships with five people than shallow relationships with twenty people.

The result of your work should be a list of organizations and people that will populate your network, and a general idea of how you’ll work with them to increase the market place’s awareness of your expertise.

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| **Associations / Groups** |
| **Organization** | **Strategy / Notes** |
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| **Contractors** |
| **Organization** | **Strategy / Notes** |
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| **A&E Firms and Consultants**  |
| **Firm / Consultant** | **Strategy / Notes** |
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| **Private Group** |
| **Meeting Frequency:** |  |
| **Meeting Location:** |  |
| **Rules of Engagement:** |  |
| **Membership Expectation:** |  |
| **Type of Company** | **Organization** | **Contact** |
| IT Services  |  |  |
| HVAC |  |  |
| Landscaping |  |  |
| Time & Attendance |  |  |
| Interior Office Design |  |  |