

# Network on Purpose

Attend networking events to expand your contacts and grow your business. Before attending, be clear on your intentions and desired results.

Networking is not simply exchanging business cards or knowing a lot of people. Meaningful networking involves creating follow-up strategies and acquiring contact information for the people you meet. Nurture your new relationships after an event by sending them a note or text thanking them for connecting. Get together (e.g. go to lunch) to grow the relationship and build trust. Explore ideas together or ask for referrals.

Review the following and role-play this process with your mentor and family members!

## 1 Discover Their Story

- Who are they? What are their interests? What is their background?
- What do they like and dislike about where they are (health, relationships, finances, life purpose) in life right now? Do they seem interested in (and serious about) making a change?

## 2 Share Your Story

- Share your story (your background, what you didn't like about your life, how dōTERRA® products saved the day, where you are now and how your future looks); refer to Share Your Story in *Share* guide.



## 3 Invite

- "Would you be open to watching a video or two about what dōTERRA is creating? I have so much passion for the mission and can't help wanting to share it with you".

## 4 Confirm The Invitation

- Arrange a follow-up time to chat within 48-72 hours.



- Consider serving on the board of a non-profit organization or in a leadership position for charitable fundraisers.
- Attend seminars and courses to add to your knowledge base and increase opportunities with new people who share common interests.
- Get connected with those who share your same passions or hobbies.

## ENHANCE YOUR NETWORKING AT EVENTS AND MEETINGS:

Ask yourself:

- How can I add value?
- How can I establish new ways to communicate, make connections, and establish rapport with others?
- How can I grow my list of potential customers and business partners?
- Introduce yourself in a clear, interesting, and energetic way.
- Act as a host, greet others, begin conversations, introduce people to one another, and help them feel comfortable.
- Avoid talking and sitting exclusively with those you already know.
- Bring samples, *Healthy Can Be Simple* booklets, and business cards/contact info to share.
- Remember, there is value in simply connecting to connect. Enjoy getting to know people and making friends irrespective of potential sales.

*“The successful networkers I know, the ones receiving tons of referrals and feeling truly happy about themselves, continually put the other person's needs ahead of their own.”*

— Bob Burg