



## Knock Out Networking Action Plan (KP)

“Networking is a proactive approach to meeting people to learn and potentially help THEM. Focus on helping others and they’ll help you right back!” – Mike Tyson

### True Goals

What is your goal in revenues (commission) for the year? (Quantitative)

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Describe another goal that you have that relates to an outcome other than revenue or assets under management. (Focus on the qualitative.)

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How many appointments with “prospects” must you schedule to hit your goal?

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How many appointments with “prospects” must turn into clients to hit your goal?

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### Readiness

The concept of “readiness” is not about simply saying, “Yes, I’m ready.” It’s about doing what is necessary to “get ready”. It’s about action. It’s about CHANGE.

Basically, are you ready to change?

What are you willing to change to embrace more of a networking attitude?

What will you do differently?

When will you take action?

### *Coaching*

### *Goal Setting*

### *Calendar Management*

Which aspect will you embrace?

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## Modeling

Who do you know (or need to know) in your agency, branch, firm, or complex that is extraordinary in the following areas?

*Areas of Expertise*

*Experts*

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What will you do to get to know them better and potentially learn from them?

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How will you help them in return?

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## Target Market

Whom do you serve best and therefore wish to serve most? That's your target market. It's where you do your best (and most) work!

What are the true benefits of having a target market?

Small businesses, pre-retirees, the affluent marketplace, individuals, recent college grads, managers, corporate employees, families, entrepreneurs, women business owners, ethnic marketplace – NOT A TARGET MARKET!

Anyone, everyone, someone = no one!

Anybody, everybody, somebody = nobody!

***Decide now! Who will be your target market?***

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**People**

Are you meeting and building relationships with the right people?

*Prospects (True)*

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*Prospects (Probable)*

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*Clients*

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*Centers of Influence*

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*Associates*

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*Advocates*

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*Friends and Family (Natural Market)*

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*Business Relationships (Un-Natural Market)*

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## **Communication Strategies**

### ***Listening***

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### ***Questions***

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### ***Positioning Statement (PEEC Statement)***

***Profession*** \_\_\_\_\_

***Expertise*** \_\_\_\_\_

***Environments*** \_\_\_\_\_

***Call to Action*** \_\_\_\_\_

Write your PEEC Statement here!

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Remember, your PEEC Statement is NOT a script! It's a structure so "structure" it as you see fit so you are comfortable being YOU!

## **Places to Go**

Location, location, location!

*Hard Contact Networking Groups*

*Soft Contact Networking Groups*

*Speed Networking*

*Service Groups*

*Associations*

*Conferences and Conventions*

*Entrepreneur Roundtables*

*Mastermind Groups*

*Referral Groups*

*Create Your Own Group (CYOG)*

Given your goals and target market, what groups (or types of groups) make the most sense and are the best use of your time and money?

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**Process**

What is *your* networking process?

***Preparation***

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***Presentation (How to Work a Room)***

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***Follow Up (24)***

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***Maintenance (OOSIOOM) – How will you stay in touch and be top of mind?***

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***Make your lists and check them twice!***

*Prospects (True)*

*Prospects (Probable)*

*Clients*

*Centers of Influence (COI)*

*Associates*

*Advocates*

*Friends and Family (Natural Market)*

*Business Relationships (Un-Natural Market)*

*A2Z List*

You now have a plan! A ‘Knock Out’ Plan!

## What NOT to do!

Don't make this yet another training program that you put on the shelf and forget about. Pick and choose the systems and approaches discussed and make them a daily, weekly, monthly, and quarterly part of your business.

- QUARTERLY KP
- MONTHLY KP
- WEEKLY KP
- DAILY KP (WOD)

## Your True Goals

Remember those? Are you still on track or do you need to revise them? Read your True Goals every day before you jump into your work day. This will give you an extra push and help keep your daily, weekly, monthly, and quarterly activities focused and on track!

Write your "new and improved" True Goals if need be.  
*(Qualitative and quantitative.)*

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*Who will be in your corner?*

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"Everyone has a plan until they get punched in the mouth." -Mike Tyson

# ***Your Daily Knock Out Plan (WOD)***

**What measurable action items will you commit to accomplishing every day?**

Example:

- 10 Calls to Natural Market before 10AM*
- 5 LinkedIn Overtures in your Target Market*
- 5 Hand Written Notes mailed to Probable Prospects*
- 5 A2Z Calls or Emails*
- 5 Calls to Grow BNI Chapter*
- 1 Visit to Probable Prospect in Target Market*


**“What gets measured gets done.” –Peter Drucker**