

# Leveling Up Your Networking

## 10 Point Checklist

**John Corcoran**

Want to gain as much knowledge as possible out of Marketing Speak?  
Read on below for a **10 point checklist** that gives the next, real steps  
you can take to elevate your marketing to the next level.

**MARKETING SPEAK** 

HOSTED BY **STEPHAN SPENCER**



"Giving people exposure can get you bigger and bigger fish as you work your way up the chain."

**JOHN CORCORAN**

# 10 STEPS YOU CAN TAKE TODAY

**Want to step up your marketing game?**

**Here are 10 steps that can move you closer to your goals – today.**

- Plan well and do my research when going to a networking event. Know who's coming and who the speakers are going to be. Make a list of the people I want to meet so I can create a road map.
- Reach out to speakers and other people who might be interested in connecting. Invite them to a little dinner and create an atmosphere where they'll feel more comfortable.
- Have a strategy in place. If I don't have a big name speaker yet, gather my audience first then invite influencers to speak. The more exposure I can offer, the bigger names I can attract.
- Always focus on the value that I can provide. In exchange for someone's time being a speaker or a guest, offer to provide them tips and advice on my area of expertise.
- Do introductions but make sure it's done in a proper manner and that the timing is right.
- Continuously desire to learn and connect with new people. They don't necessarily need to be high profile people, but someone who has a level of expertise that I can leverage for my growth.
- Be very clear with my intention and expectation when going to an event. Ask myself, "Why am I going and should I even be going?"
- Keep the conversation going by doing a follow up. The goal is always to build that relationship and strengthen the bond.
- Identify the medium that works best for my strategy. Whether it be LinkedIn, Facebook, podcasts, or Sales Navigator. The bottom line is figuring out the right way to use it for its most favorable outcome.
- Take action now and connect with John. Make sure to visit [Rise25.com](https://Rise25.com) and [SmartBusinessRevolution.com](https://SmartBusinessRevolution.com).