



## IDENTIFYING NETWORKING CONTACTS

among those you already know or know through someone close to you

Know the kind of people you want on your target list.

- Someone who works in the following occupations or functions\_\_\_\_\_
- Someone who works in the following industry(s)\_\_\_\_\_
- Someone who works at the following target companies or organizations\_\_\_\_\_
- Anyone who knows the above kinds of people and would be willing to refer you to them

List names, phone numbers and email addresses of people who meet the above criteria. Do this in less than an hour with one or two close friends or family members, using the brainstorming categories below. Use a laptop, phone book, personal address books and email contact lists to get the contact information.

- Friends, Family: look at your holiday card lists, address books and email contact lists
- Neighbors: current and past
- Acquaintances: golf, swim, tennis, fitness center, club members, PTA members, parents of your children's friends; parents or adult children of your friends, bus and train commuters
- Classmates: from any level of school including continuing education and grad school
- Teachers: college professors, your children's teachers
- Anyone you wrote a check for in the past year
- Drug store owner or other small retail business owners, home and auto repairers
- Doctor, dentist, optometrist, veterinarian and other healthcare professionals
- Lawyer, accountant, financial planner, real estate broker
- Insurance agent, stock broker, travel agent
- Co-workers and former co-workers
- Relatives of relatives
- Community leaders, politicians or others in town who know lots of people
- Local chamber of commerce members/employees
- Pastors, ministers, members of your church
- Trade or professional association members, leaders, meeting attendees
- Hair stylists, bartenders and wait staff who know you
- Speakers at meetings you have attended
- Business and community club members and leaders: Rotary, Kiwanis, etc.
- Representatives of direct sales businesses: home party organizations selling make-up, jewelry, toys
- Volunteer organization colleagues
- Those you know through hobbies and interests including specialty listservs, chat groups and social networking sites such as LinkedIN.