Networking Strategy Canvas

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1. My Networking Goal (Why?) 🎯

What do I want to achieve through networking?

□ Build visibility   □ Expand my industry knowledge

□ Find new clients or collaborators   □ Source supplier / staff

□ Explore career options   □Other: _____

📝 My goal statement:

"I want to _____

_____

by connecting with _____."

2. People I Want to Connect With (Who?) 👥

Who are the people that can help me move toward my goal?

□ People in [industry/role]: _____

□ People with [expertise]: _____

□ Potential mentors or advisors

□ Like-minded peers

□ Other: _____

📝 Top 3 profiles / examples:
1. _____
2. _____
3. _____

3. Where I'll Find Them (Where?) 📍

What events, groups, or platforms will I use to meet these people?

□ In-person networking events

□ Industry meetups or conferences

□ Online communities or social media

□ Webinars or panel discussions

□ Referrals from existing contacts   NetworkWhere.com

📝 My next 3 opportunities:
1. Event/Platform: _____ (Date: _____)
2. Event/Platform: _____ (Date: _____)
3. Event/Platform: _____ (Date: _____)

4. What I'll Say (My Message) 🗣

How will I introduce myself and start a conversation?

📝 My intro (1–2 sentences):

"I'm passionate about_____."

"I'm currently _____."

"I help _____."

"I want to learn about _____."

💬 2 conversation starters I'll use:
1. "What brought you here today?"
2. "What's something exciting you're working on right now?"
3. "Who are you looking to meet at the moment?"

5. My Follow-Up Plan (How?) 🔄

How will I stay in touch with the people I meet?

□ Connect on LinkedIn within 48 hours   □ Add them to my contact tracker

□ Send a follow-up email or message   □ Share a helpful article or resource

□ Book a short call / coffee / chat   □ Other: _____

✅ Tip: Revisit this canvas at the start of each quarter to keep it aligned with your goals

📝 My follow-up workflow:

"After an event, I'll _____ within _____ days."

"And I'll also_____ within _____ days."

📝 Tool I'll use to track connections:

□ Notebook □ Phone Notes □ Spreadsheet □ CRM

□ Other: _____