

NSA-Kansas City Saturday, September 11, 2004 Meeting  
Mid-America Regional Council, 600 Broadway, KC, MO  
9:00 - 3:00

## **MAKE YOUR CONTACTS COUNT: NETWORKING KNOW-HOW FOR SPEAKERS**

What do speakers need to know to network effectively?

Find out from **Anne Baber and Lynne Waymon**, co-authors of *Make Your Contacts Count: Networking Know-How for Cash, Clients, and Career Success*

1. You'll learn how to NETWORK STRATEGICALLY:

- Find your target contacts
- Set your networking goals
- Understand how relationships develop
- Rate your relationships with 10 of your contacts
- Plan your next steps with those contacts

2. You'll find out how to make the most of the 3 MILLION DOLLAR MOMENTS(the first five minutes of a networking encounter):

- Remember names and make your name memorable
- Answer the question, "What do you do?"
- Move on to topics that will help you reach your goals

3. You'll get clear about how to ESTABLISH TRUST:

- Understand how relationships de-rail
- Teach people about your character
- Teach people about your competence

4. You'll get some practice on telling stories about yourself that will help you DEMONSTRATE YOUR EXPERTISE AND TRUSTWORTHINESS.

5. Finally, you'll begin to create your STRATEGIC POSITIONING PROJECT.

Throughout the workshop, you'll have numerous chances to practice new skills and get comfortable with sophisticated networking ideas that can help your speaking career grow.

Visit [www.ContactsCount.com](http://www.ContactsCount.com) for networking tips, articles, a quiz, and to sign up for Anne and Lynne's e-newsletter.

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