



Your network is your net worth.



hello vaiya



Here's how my LinkedIn looks like.



Our target

1. Get over our fear of meeting new people
2. Learn how to build meaningful, long-term relationships

How we'll get there

- Networking 101
- Art of First Impressions
- You're doing online networking wrong
- Effective outreach messages
- Etiquettes
- Leveraging your network online and offline
- Putting our learnings to action



Networking 101

- Common misconception:
 - It's just for extroverts
- Get over your fear!
 - Ask: what's the worst that can happen?
- What it's not:
 - A transaction
- What is is:
 - Genuine, mutually beneficial relationship
- Reasons why you need to network:
 - Career, Knowledge/problem solving/mentorship, Professional development, Visibility, Access, Collaboration/partnership



First impression is the **last impression**

- Confident handshake
- Direct eye contact
- Engaging storytelling
- Conversation skills
 - Active listening
 - Open body language
 - FORD principle



You're doing online networking wrong!

LinkedIn, Twitter, GitHub



Effective outreach message

- Follow this simple structure:
 - Who you are
 - How you found them/know them
 - What you want from them
 - Call to action
- Get to the point!
- KISS: Keep it simple, stupid (less than 30 seconds)
- No monologues, please!
- Don't ask for a meeting immediately
- Time it right



Good outreach



Sayem Faruk • 11:30 PM

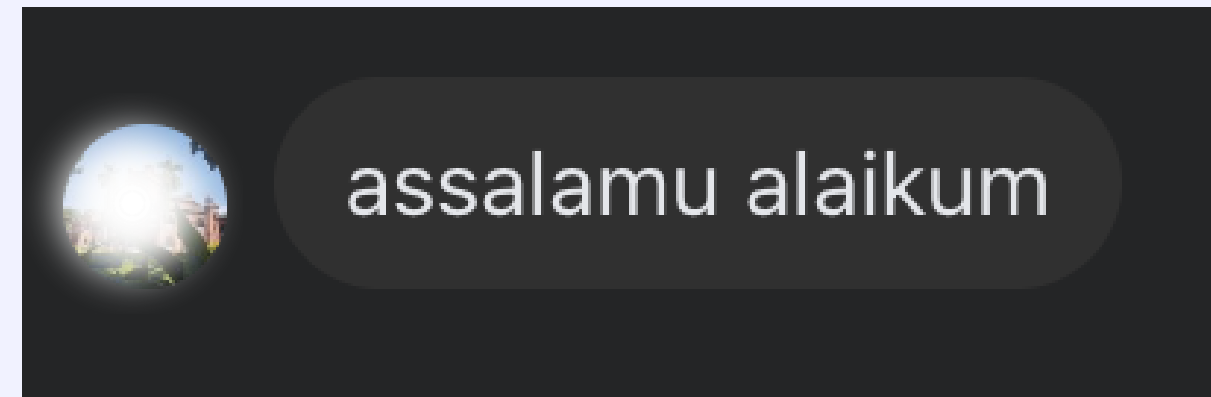
Hi Elena. This is Sayem from Airwrk. Aminul scheduled a meeting between us on Thursday. Hope to stay connected with you here on LI.



Sayem Faruk • 9:29 AM

Hi Tamim 🙌 Sayem from Airwrk here. I'm a homegrown Bangladeshi founder building a global tech talent marketplace. I'll be visiting Texas soon so was hoping to meet b/deshi folks interested in learning more about the exciting things that are happening in Bangladesh. Would love to connect.

Bad outreach

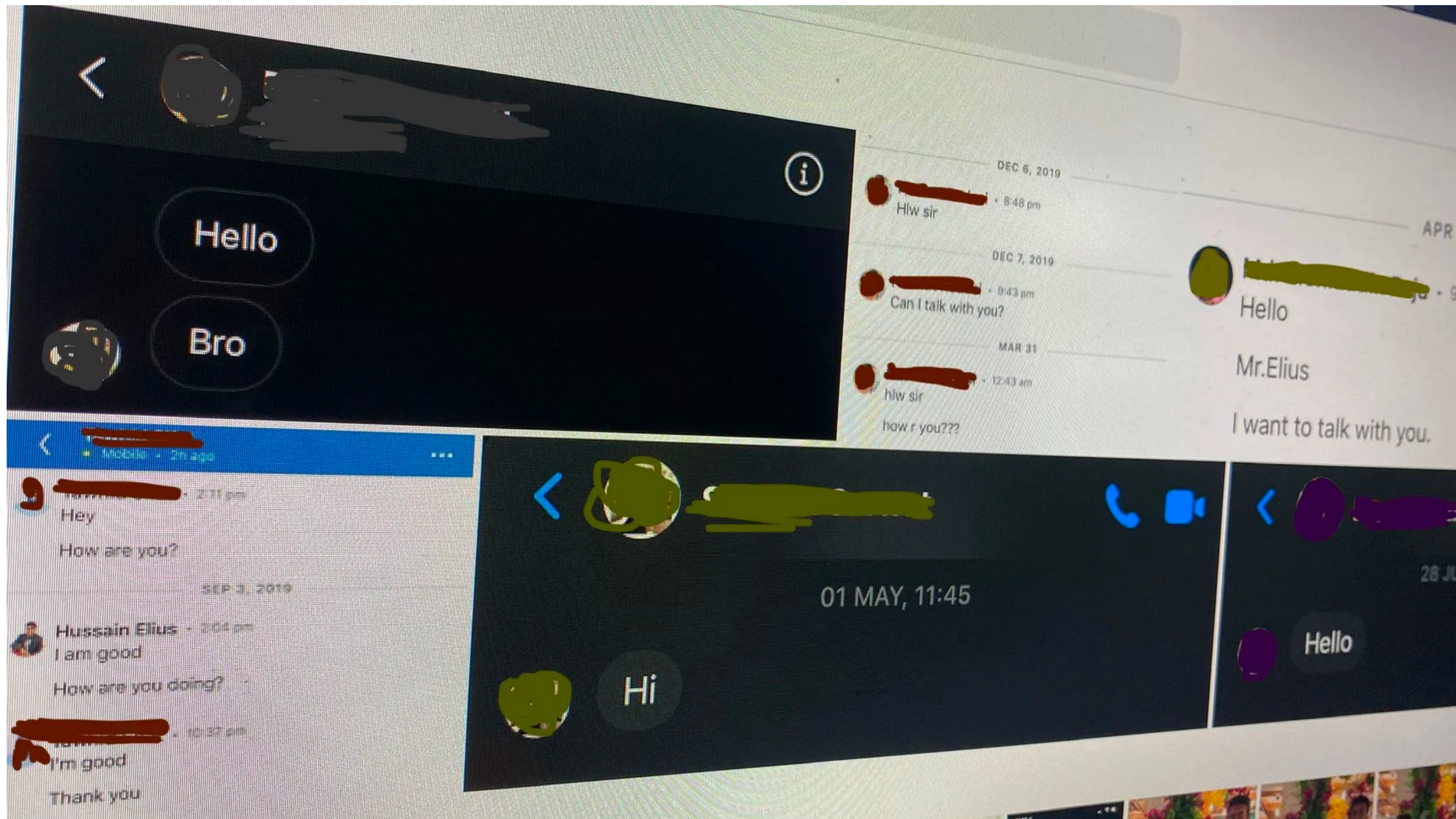


Hello bhaiya

Hope you're well



I was hoping to talk to you regarding some questions I have about Airwrk, if you could spare some time



[Read this article](#)

by Elius, Founder of Pathao



Etiquettes around outreach

- Avoid odd times unless it maximizes your chances 😊
- Respond quickly
- Learn to accept “no” as an answer
- Don’t burn bridges
- Stay positive and professional
- Focus on the long-term
- Reach out actively. Not always when you need something.
Take notes on what’s important to them.
- Offer help in whatever capacity you can



Leveraging your network

- Understand social capital
- Don't "cash in" early
- Asking for help makes people feel important
- Attend all sorts of event
- LinkedIn QR Code. Business cards are outdated.
 - Hack: Send a message immediately.
- Make a list. Have a plan. It's quality over quantity.





I WANT YOU

Send me a [connection request](#) on LinkedIn!

I'll take screenshots and post it in our [Facebook Community](#) along with feedback!



One thing to remember:

**You're one message away from your
completely transforming your career!**

