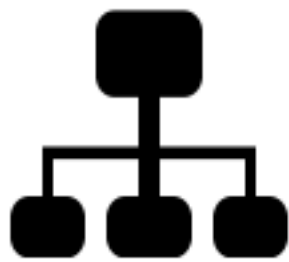


# The 7 Degrees to a Perfect Pairing

A comprehensive graph to becoming a master connector.



## Planning.

Identify your business goals and your budget. Speak to your employer to gain support/buy-in.



## Listening.

Listening is the key to networking. The goal of networking is to meet others and make valuable connections. In order to do this successfully, learn other's interests, hobbies, goals, and challenges.



## Being Active.

There are multiple ways to get involved. Volunteering through business organizations or within your community are two effective ways. Social media also offers a chance for those who are not comfortable networking in person.



## Being Ethical.

What is the difference between connections and referrals? How can you appropriately maintain a referral and partnership? Sometimes connecting others for business will question your ethics. Know your values.



## Connecting.

When listening to another's needs at a conference, while volunteering or making connections online, ask yourself, "How can I help this person?" Search your rolodex to see who this person may benefit from knowing. Connecting is often mutually beneficial.



## Building Trust.

If you propose a beneficial connection, make the introduction. If you offer a helping hand on a project, follow-up. You risk losing credibility if you make promises you do not keep.



## Following-Up.

There are multiple ways to following-up. Emailing may be the easiest medium but considering other options such as calling, hand-written notes, and meeting up is also important.

All concepts are based upon Perfect Pairings: The Art of Connecting People.

To practice the art of connecting people, purchase the book at [PerfectPairingsbook.com](http://PerfectPairingsbook.com)

seven **7** degrees  
COMMUNICATIONS