

WOMEN ENTREPRENEURS CHALLENGE WEBINAR SERIES

Networking for Success

JUNE 14, 2022

About SCORE

As a resource partner of the SBA, we help small businesses by:



Providing free
business advice and
mentoring



Offering low or
no-cost business
training



Sharing free business
templates and
resources

Request a **SCORE** mentor at www.score.org/find-mentor

Webinar Series Presented In Partnership With

Maryland Women's Business Center (MWBC) works with entrepreneurs across Maryland's capital region by way of three locations. Through their resources, they encourage women to start, sustain, and grow their businesses. Through workshops, individual counseling, facilitated peer group support, special resources, and access to capital, MWBC annually helps more than 1,500 women gain the skills, connections, and confidence necessary to navigate entrepreneurship. MWBC is funded in part through a Cooperative Agreement with the U.S. Small Business Administration.

For more information visit marylandwbc.org.



**MARYLAND WOMEN'S
BUSINESS CENTER**

Today's Agenda

- Welcome
- Networking Best Practices
- Panel Discussion and Q&A
- Closing

Ask questions as we go along using the **Q&A** icon!

Download today's presentation now and access the recording later from washingtondc.score.org/event/women-entrepreneurs-challenge-series-networking-success-6142022



About Today's Panelists



- **Lisa Friedlander** is an attorney, entrepreneur, and angel investor, and Business Development lead for Shulman Rogers NEXT Platform. She is a mentor and speaker for a variety of entrepreneurship and investment groups and sits on the advisory board for several startups. www.linkedin.com/in/lisa-friedlander-a69a9620/



- **Patricia Marshall** serves as a Business Advisor with Goldman Sachs 10,000 Small Businesses in both its Maryland and National cohorts. Pat has been a member and served in numerous capacities for state and regional boards and non-profit organizations in and around the DMV. www.linkedin.com/in/patricia-marshall-067a419/



- **Tara Palacios** is the Director and Founder of [BizLaunch](http://BizLaunch.com), Arlington, Virginia's award-winning initiative to build and sustain entrepreneurship in the DC metropolitan area. She has won numerous awards for her deeply passionate efforts to help those with a dream, successfully launch their businesses. www.linkedin.com/in/tarapalacios/

About Today's Panelists



- **Kristin Sharpe** founded, grew and subsequently sold an IT professional services firm with a nationwide presence. As a SCORE Certified Mentor, Kristin helps small businesses with planning, sales and marketing, finances, business growth, and exit strategies. www.linkedin.com/in/kristin-fries-sharpe-a7a1142/



- **Marla Schulman** (Moderator) has spent the last 25+ years running and growing a now mid-size foreign language translation and interpretation business. As the SCORE DC Vice Chair for Volunteer Services, she oversees recruiting and onboarding, professional development and mentor resources for the chapter. www.linkedin.com/in/marla-schulman-a020a5b/

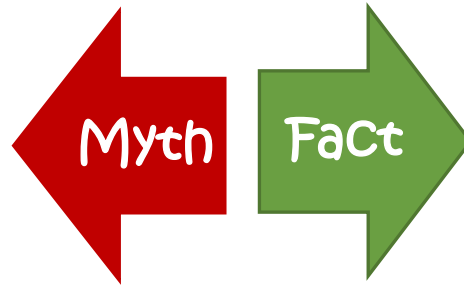




Networking Best Practices

Networking Myths

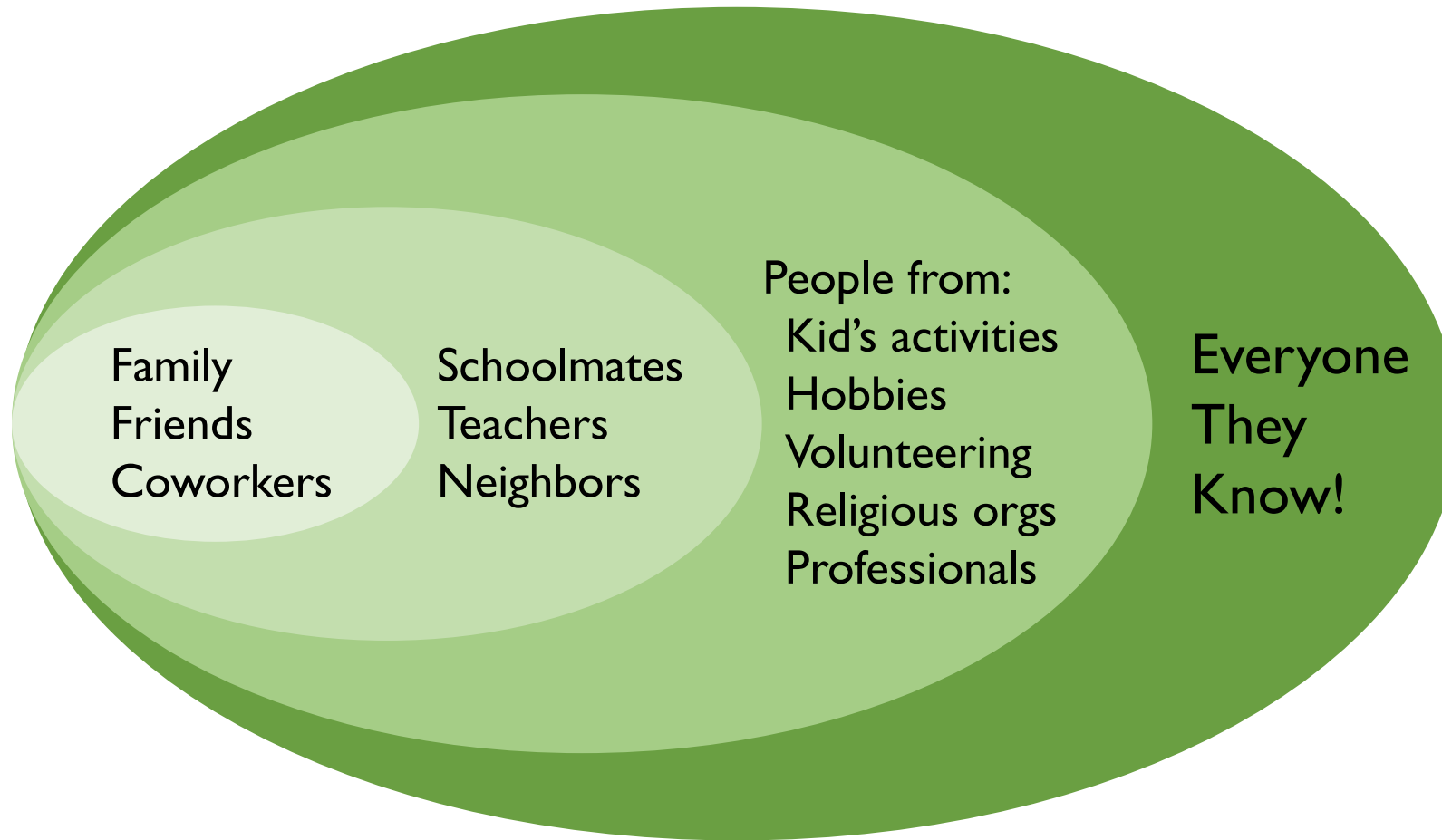
- Networking is a Sales Strategy
- Attending a Networking event is an effective networking strategy
- Posting to social media will grow your network



- Networking is a Marketing Strategy
- Organizing, presenting and participating in activities make a lasting impression and follow up is critical
- Posting alone is not enough. Interacting, discussing, and teaching inspire true connection

Who is ‘Your Network’ – Circles of Influence

Everyone you know, and everyone they know!



Growing Your Network



- Know the people you want to connect with and go where they are
 - Professional/local organizations
 - Networking events
 - Conferences
- Find a way to participate in a meaningful way
- Follow up!

Growing Your Network



- Leverage your social media network
 - Determine the best social media platforms for your business
 - Create/update your profile/s
 - Connect/friend/follow people you know and new people you meet
 - Post interesting information regularly and respond to comments
- Be ready with your elevator pitch
 - Consider two versions, one for people in your industry, one for others
 - Push out of your comfort zone and initiate conversations



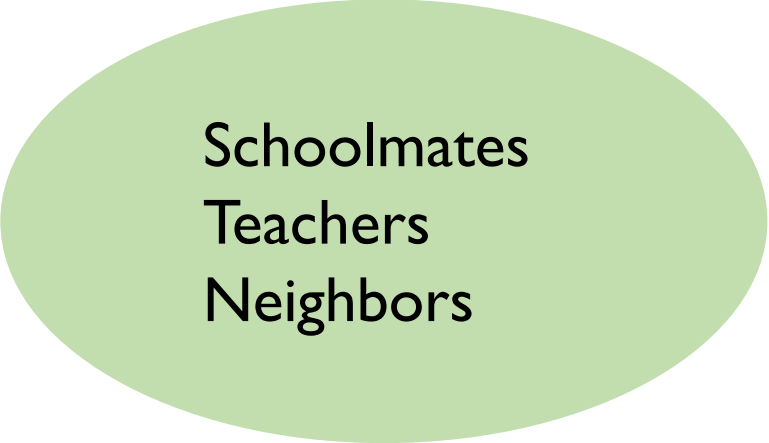
Leveraging Your Network

Family
Friends
Coworkers

These are the people who know, respect and care about you. Just ask!

- Update them on what you're doing
- Reach out early to get feedback and test ideas
- Let them know how they can help
 - Referrals
 - Connections
 - Best practices
 - Hands on help

Leveraging Your Network



Schoolmates
Teachers
Neighbors

These people may know about what you do professionally but may be a little more removed

- Communicate major milestones like your business launch, new product launch, etc.
- They may know people who can help you and will likely be happy to refer you to others in their network
- Be more prescriptive about what/whom you are looking for

Leveraging Your Network

People you meet from:

Kid's activities

Hobbies

Volunteering

Religious orgs

Professionals

You never know how they might be able to help, so lay the foundation

- Initiate conversation - mention your business
- Be ready with your elevator pitch
- If you have a compelling need, bring it up
 - I've been struggling to find good employees with technical experience
 - I'm looking to find more connections at the Department of Defense
 - I'm trying to find new tutoring clients in the Richmond area

A Disciplined Approach

- Make a prioritized list of who you want to network with
 - Strengthen your existing connections
 - Make new connections
- Create an action plan
 - Write down multiple actions you will take to build and strengthen your network – be specific
 - Track your results
- Dedicate time on a regular basis for networking



A Disciplined Approach – Strengthen Connections



- Connect with people you know on social media
- Review your network and create a prioritized list
- Starting with highest priority – email/message and invite to connect, follow up
- Know what your “asks” will be
- Listen and be ready to be helpful back – networking is a two-way street

A Disciplined Approach – Make New Connections

- Identify relevant organizations and associations
 - Research – who the members are and how can you get involved
 - Choose one to three and see what works
- Identify key conferences and events
 - Plan for impact – present, booth, join an activity, schedule meetings, plan/attend parties, pick your sessions wisely
- Follow up



A Disciplined Approach – Social Media



- Find online groups where your people are. Engage and be helpful.
- Plan your posts - major milestones, blogs, discussion starters, share articles.
- Post consistently and engage.
- LinkedIn is a powerful tool for expanding your network. Ask for introductions and readily introduce others.
 - Industry connections
 - Specific company connections
 - Job titles

Panel Discussion and Q&A

ASK YOUR QUESTIONS USING THE Q&A ICON!

Closing

Start Networking!

- Join us for an in-person networking event
 - June 21, Prince George's County, 3-4:30pm
 - June 22, Northern Virginia, 3-4:30pm
 - June 23, Washington, DC, 3-4:30pm
- Hosted by **MWBC** and **Verizon**, in partnership with the Community Business Partnership and Bowie Business Innovation Center
- Space is limited, register today!

The graphic features the MWBC logo (Maryland Women's Business Center) and the Verizon logo at the top. Below them is a dark blue banner with white text: "YOU'RE INVITED TO AN EXCLUSIVE, IN-PERSON NETWORKING EVENT: Helping Small Businesses Thrive in Today's Digital Economy". Underneath, it lists "Three Events to Choose From:" with three location-specific options: Maryland Bowie Business Innovation Center (June 21), Northern VA Community Business Partnership (June 22), and Washington, D.C. Verizon Technology & Policy Center (June 23). A central image shows four diverse professionals (three women and one man) collaborating around a laptop. Text overlaying the image says "Space is Limited! Reserve Your Spot Today at: MarylandWBC.org/Events". At the bottom, there are two sections: "EVENT PARTNERS:" listing SCORE Washington DC, Bowie BIC Business Innovation Center, and Community Business Partnership; and "MWBC SPONSORS:" listing Rockville Economic Development, Inc., SBA, and the State of Maryland. A small note at the bottom right states "Funded in part through a Cooperative Agreement with the U.S. Small Business Administration."

More Next Steps

- Look for the next webinar in our Women Entrepreneurs Challenge Series <https://washingtondc.score.org/women-entrepreneurs-challenge-webinar-series>
- Book your next, *or first*, appointment with a SCORE mentor today at www.score.org/find-mentor



THANK YOU FOR YOUR PARTICIPATION



Funded in part through a cooperative agreement with the U.S. Small Business Administration. All opinions, conclusions, and/or recommendations expressed herein are those of the author(s) and do not necessarily reflect the views of the SBA.