

# Professional Networking — Workbook

This workbook accompanies the Professional Networking course and is designed to be completed alongside each module. Every exercise produces a real deliverable — a mapped network, a set of outreach messages, an event playbook, and a functioning relationship CRM — not just filled-in blanks. Work through each section in sequence; earlier outputs feed directly into later exercises.

## Network Mapping and Strategic Positioning

Audit your current network, identify your highest-priority gaps, and build the positioning statement you will use in every future networking interaction.

### Exercise: Network Gap Analysis

Using your LinkedIn CSV export (Settings ! Data Privacy ! Get a copy of your data) and the three-ring model from Lesson 1, count your genuine relationships in each target category. A genuine relationship means the person would take a 15-minute call from you today.

- For each of the 5 target categories (decision-makers, peers, mentors, collaborators, connectors), how many genuine relationships do you currently have? Score each out of 5.

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- Which 2 categories scored lowest? Write them as your 90-day focus areas.

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- Name 5 specific people you want to meet in each of your 2 focus areas. Be specific — real names, real companies.

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- What does the geographic and industry diversity of your inner ring look like? Where is the homophily risk?

### Worksheet: Network Gap Matrix

Fill in each row for every category in your target network. Use this matrix to identify your highest-priority outreach targets for the next 90 days.

Target category (decision-maker / peer / mentor / collaborator / connector)

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Current genuine relationships count (0-10)

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Gap severity (green / yellow / red)

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5 specific named targets to pursue

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Best channel to reach each target (LinkedIn / warm intro / event / cold email)

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90-day outreach goal (number of new relationships)

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## Checklist: Positioning Statement Preparation Checklist

- [ ] Write the problem I solve in one sentence (not my job title)
- [ ] Write my role description (function, not title)
- [ ] Write the context I work in (industry, company stage, audience)
- [ ] Add one specific recent result with real numbers
- [ ] Draft 10-second version (problem + role only, under 15 words)
- [ ] Draft 30-second version (problem + role + context + result)
- [ ] Draft 90-second version (all above + an open question to invite dialogue)
- [ ] Read all three versions aloud and revise anything that sounds awkward

## Outreach That Gets Responses

Draft and stress-test your outreach messages before sending them, so you are not writing under pressure when the opportunity appears.

### Exercise: Outreach Message Drafting Lab

Using the SEEN framework (Specific reference, Explicit reason, Expressed value, No-pressure ask) and the informational interview formula, draft real messages for your top 5 outreach targets. Use the contacts from your Network Gap Matrix.

- For each of your 5 top targets, what specific piece of their work (post, article, talk, company milestone) can you reference in the first sentence?

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- What is the explicit reason you are reaching out to this specific person — not just anyone in their field?

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- What value can you credibly offer them in return? (data you have, a connection they would benefit from, a relevant insight)

\_\_\_\_\_

- Draft your informational interview ask for your #1 priority target: who you are, why them specifically, the 20-minute ask, two date options, and an opt-out.

### Worksheet: Outreach Message Tracker

Track every outreach message you send, the response received, and the follow-up action. Review weekly to identify patterns in what gets responses.

Target name and company

\_\_\_\_\_

Outreach channel (LinkedIn / email / warm intro)

\_\_\_\_\_

Date sent

\_\_\_\_\_

Message type (connection request / info interview ask / cold email / warm intro)

\_\_\_\_\_

Response received (yes / no / not yet)

\_\_\_\_\_

Response date

\_\_\_\_\_

Follow-up sent (yes / no / not needed)

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Outcome (call scheduled / connected / no response / declined)

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Notes on what worked or what to adjust

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### Checklist: Pre-Send Message Quality Checklist

- Message references something specific about the recipient (not generic praise)
- States a clear and honest reason for reaching out to them specifically
- Specifies an exact time commitment (20 minutes, not 'a quick call')
- Does not pitch a product or ask for a job in the first message
- LinkedIn note is under 300 characters (hard limit)
- Email is under 150 words
- Includes a gentle opt-out phrase
- Has a specific date/time option or a scheduling link
- Has been read aloud to check for awkward phrasing

## Events, Conferences, and In-Person Networking

Build a reusable event playbook you can deploy before, during, and after every professional event to consistently produce 3+ strong new relationships.

### Exercise: Event Strategy Builder

Apply the Event Selection Matrix to 3–5 professional events you are considering attending in the next 6 months. For your top-ranked event, complete the full pre-event research sprint.

- List 3–5 events you are aware of in your target industry in the next 6 months. For each: what is the estimated attendee count, who is the primary audience, and what is the cost (time + money)?

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- Using the tier framework (Tier 1–4), rank your list. What makes your top choice a Tier 1 event versus the others?

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- For your top-ranked event, name 5–10 specific attendees or speakers you want to meet. What depth question will you ask each one?

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- What is your measurable goal for this event — expressed as a specific number of substantive conversations per day?

### Worksheet: Event Contact Debrief Sheet

Complete one row per substantive conversation at an event. Fill this in within 2 hours of each session while details are fresh. Use the priority tier to drive your 48-hour follow-up queue.

Contact name

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Company and role

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How you met / session or context

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What they work on currently

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Key challenge or goal they mentioned

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What you offered or promised (article, intro, resource)

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A personal detail to reference in follow-up

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Priority tier: A (call within 30 days) / B (LinkedIn nurture) / C (file and revisit)

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Follow-up action and deadline

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### Checklist: 48-Hour Post-Event Follow-Up Checklist

- Completed contact debrief for every substantive conversation within 2 hours of each session
- Sorted contacts into Tier A / B / C using the priority framework
- Sent Tier A follow-up emails within 24 hours with a specific call-to-action
- Sent all LinkedIn connection requests with personalized notes referencing a specific conversation moment
- Delivered any resources, articles, or introductions promised during the event
- Entered all contacts into my networking CRM with notes and next-action dates
- Identified the 3 most valuable connections and scheduled a follow-up call for each Tier A contact

## Long-Term Relationship Systems and LinkedIn Strategy

Set up the CRM, LinkedIn optimization, and daily habits that will sustain and compound your network over years without requiring heroic effort.

### Exercise: CRM Bootstrap and LinkedIn Profile Audit

Import your existing top 30 relationships into the Networking CRM template (below) and run a 7-field LinkedIn profile audit to identify your top 3 optimization priorities.

- Open your LinkedIn profile. Rate each of the 7 critical fields (headline, About, featured, skills, experience, activity, creator mode) on a scale of 1–5. Which field has the largest gap between current state and ideal state?

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- Rewrite your LinkedIn headline using the formula: Role + Problem You Solve + 1-2 Keywords. Is it under 220 characters?

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- List your top 30 professional relationships. For each: when did you last have a substantive interaction, and what is the most useful thing you could send them this week?

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- Design your daily 15-minute networking habit. What existing morning or evening trigger will you attach it to, and what are the 3 specific micro-actions you will complete each day?

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### Worksheet: Give-First Opportunity Tracker

Track every give-first action you take — value drops, introductions, opportunities forwarded, visibility given, and encouragement offered. Review monthly to ensure you are giving consistently across your network, not just to a small cluster.

Date

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Recipient name

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Type of generosity (introduction / information / opportunity / visibility / encouragement)

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Specific action taken (e.g., sent article on PLG retention, forwarded job posting, commented on their LinkedIn post)

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Any response or outcome (optional — track without expectation)

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## Checklist: 90-Day Networking System Launch Checklist

- [ ] LinkedIn profile updated across all 7 critical fields
- [ ] Networking CRM template set up with top 30 contacts imported
- [ ] Weekly 15-minute CRM review scheduled as a recurring calendar block
- [ ] Daily 15-minute networking habit designed and attached to an existing trigger
- [ ] Top 5 outreach targets identified from Network Gap Matrix and first messages drafted
- [ ] First Tier-1 event identified and pre-event research sprint scheduled
- [ ] Positioned statement finalized in all three versions (10 / 30 / 90 seconds)
- [ ] LinkedIn headline, About section, and Featured section updated
- [ ] Committed to giving 5 introductions or value drops in the first 30 days

## Your Action Plan

1. Export your LinkedIn connections CSV and complete the Network Gap Matrix within 48 hours
2. Write and rehearse all three versions of your positioning statement this week
3. Identify your top 2 gap categories and name 5 specific outreach targets in each
4. Draft outreach messages for your top 3 priority contacts using the SEEN framework
5. Set up your Networking CRM spreadsheet and import your top 30 existing relationships
6. Schedule your weekly 15-minute CRM review as a recurring calendar block
7. Identify one Tier-1 event in the next 3 months and register for it
8. Run the 7-field LinkedIn profile audit and fix your lowest-scoring field this week
9. Design your daily 15-minute networking habit and attach it to an existing daily trigger
10. Execute your first double opt-in introduction within 30 days









