

WE&CO

THE ULTIMATE NETWORKING STRATEGY

NETWORK SMART - NOT HARD

- **Objectives:**

- Primary Goal:
- Secondary Goals:

- **Target Network:**

- Industries/Fields of Interest:
- Potential Roles/Titles:
- Ideal Characteristics of Connections:

- **Platforms and Tools:**

- Automation Tools (e.g., We&Co's Core Platform):
- Social Media Channels:
- Professional Groups/Forums:

- **Engagement Plan:**

- Initial Contact Methods:
- Value Proposition (What you can offer):
- Follow-Up Strategy:

- **Relationship Maintenance:**

- Frequency of Check-Ins:
- Methods of Adding Value:
- Personal Touches (Notes, Birthdays, etc.):

- **Success Metrics:**

- Number of Meaningful Connections Made:
- Collaborations/Partnerships Formed:
- Knowledge/Skills Gained:

- **Reflection and Adjustment:**

- Review Periodicity:
- Criteria for Strategy Evolution:
- Feedback Mechanisms: