



The Ultimate Guide To Connect to the People You Need in Your Network – REMOTE EDITION

So often I get asked how I know someone or how I got a certain guest to be on my podcast. It's true, I am maybe a bit shameless. I certainly don't lack confidence or feel like I don't deserve to speak to a certain person because of their title or wealth. After all, we are all people, right?! We all bleed. We are all someone's child. We all brush our teeth (at least I hope so!).

Seriously, in the work that I do, what is at the core of all of it is the people with whom I form relationships. Some are old friends or new friends. Some are champions and allies. Some are people with whom I share a very specific interaction and that's it.

Who are the people you need in your network and how do you get in front of them? Here is my go-to list of techniques to get you started.

1. **Make a list.** It is hard to get the people you need in your network if you don't have names. Write them down. Who do you want to know and why? Be clear on your intentions. Focus your efforts on key targets.
2. **Offer Value.** What's in it for them? Time is our most precious resource. That's great that you would like to meet someone who is outside of your network and leads a very full life. What is the value to them? In many mentor relationships the mentors want to help. They want to give back. That is of legitimate value. Are you a summer associate who could be the right hire for a legal department? A future partner for the right firm? A tech founder, innovator, and entrepreneur? Their future boss? Let them get excited about meeting you, too!
3. **Be specific.** When you get the meeting, know what you are looking for. Sometimes I do connect with people just for the sake of learning more about them and their community. When I do I am clear that I am curious about their industry, their group, their article, etc, and would like to know more. If it is someone with a particular expertise, identify two or three key questions you would like to know that would help you grow.
4. **Share a story.** When I asked Larry Baer, CEO of the San Francisco Giants to be on my podcast, it wasn't rocket science to know that he is a huge Giants fan. I also happen to share the same story of going to Candlestick Park as a kid. I can still remember the first time I saw a professional baseball game at seven years old. They gave me a hat and I became a fan for life. Larry Baer saved my team when he did the work for AT&T Park. I appreciated his work and my story resonated with him. That's why he said yes.
5. **Leverage.** If I have a legitimate reason to meet someone and know I can offer value, I will ask. Sometimes it is better to have a friend make the introduction. If someone doesn't know me, a personal recommendation from a friend can really help validate that I am a cool person. Someone who doesn't know me might be less inclined to take my call.



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6. Be authentic. People like connecting to people who are fun to be with. If you have a natural connection with someone that is the easiest way to connect. It is hard to create community when you are not really passionate about the issue. If you want to join a board or a nonprofit, make sure the issue is something you love and will let you share your passion.
7. Say thank you. It seems like common sense but is often missed. Show your appreciation and say thank you because it is the right thing to do. It is necessary if you want another introduction or a referral to someone else. Sending a quick email is so easy. Better yet, send a hand-written note card. It might even end up on their board for others to see.
8. Don't rely on email alone. Or one outreach alone. We are all busy. We all get too much email. It's usually not personal. Just try again. Maybe try one of the other tactics listed above like asking someone else who knows that person for an introduction.
9. Attend an event. The best way to meet someone you don't know yet is to go listen to them speak. Make sure you arrive early or stay until the end and be available to introduce yourself. Better yet, if you know the event organizer let them know that you would like an introduction and ask for their help. This does not have to be done in person. There are plenty of ways to connect with speakers by Zoom or just by letting them know you saw them speak. It is so much easier now. Everyone is craving personal contact. It would make their day to know that someone heard them and valued what they said.
10. Don't give up. Sometimes someone you would like to meet will say "no." It doesn't have to be the end of the conversation. It might mean "not yet." Don't worry about rejection. It may happen. Who else should you try? Is there a better starting point?

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Monica Phillips, CPCC, PCC, president of [Spark Plug Labs](#), is a motivational speaker, leadership coach, and strategic consultant. Her diverse background includes working as a mediator, a cross-cultural consultant, a journalist, a sales leader, and a marketing director. Her podcast – [Powerful Conversations](#) – features interviews with thought-leaders from across industries. She coaches high potential leaders and teams on leadership, team culture, business development, innovation, and heart-based leadership. She partners with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential. She is a runner, yogi, mom, explorer, and loves to find beauty and joy in daily life. Follow her on Twitter at [@bodegabay1](#) or connect on [LinkedIn](#) or [Facebook](#). A Bay Area native, she has also lived in France, Minnesota, New York, and Washington, DC.