Enrich your life and grow your business!



Networking: 365 New Contacts a Year

Build a network *goldmine* in just minutes a day

Network Nirvana in Minutes a Day

Want to get more out of life? Out of your business?

Take on the challenge to Meet Someone New Every Day to enrich your life.

Imagine the difference you can make to your business and your life if you met someone new every day. That's *365 new people* who could transform everything. People who could have an amazing impact on you. People who might buy from you, share your messages and make your dreams come true.

That's the inspiration for my Meet Someone New Every Day planner. It's a tool to make notes to see your progress. I want you to notice the difference this challenge can make. I'll bet that you notice a difference right away.

When I started, I almost immediately noticed people asking for networking calls, unexpected speaking opportunities and recommendations. I get to brainstorm with talented folks who want to partner. Several things surprised me:

- 1) How much fun this would be
- 2) How quickly I'd feel a buzz of activity around this project
- 3) How often I could be helpful, sharing information, tools and contacts
- 4) How little time I invest in the project
- 5) The number of new personal, non-professional connections made

Clearly, the rewards are a thrill - with just a little time and effort.

Network Nirvana in Minutes a Day

Your Planner

Enjoy modifying your Meet Someone New Every Day companion spreadsheet to suit your style.

Track Results

Using a planner lets me track results so I can readily see the benefits. It's an ingrained habit from my years in direct response and performance marketing.

I keep notes on how I met the person, categorize the relationship and maintain a record of activities, including a Next Action column.

When I look back at each previous week, I look for ways to take those relationships further. Monthly, quarterly and annual reviews allow reflection on progress and inspire ideas for new opportunities.

Tracking Spreadsheet

I've set up a spreadsheet to collect contact information, research and relationship progress. Tweak column choices to suit your preferences. I use Category to sort personal vs. business relationships. In A Story Engine, Kyle Gray suggested a Friendship score (Friend) from 1-10 (10 being closest to you) and note the problem that the connection solves (use Tags). Gray writes a description (Notes) of what to look for or expect from a person (their blog, etc.). I add how I meet them in Notes. Use Pipeline selections to show the stages of a sales relationship. I've made sections of Contact Information, Research and Next Actions all collapsible. Just hit the +/- sign in the top bar.

Know Before You Go

Meet Someone New Every Day Spreadsheet Contact Fields

Most of these are explanatory: name, email, phone, company, and physical address. Record the first date of contact in Connected Date.

Research Fields

Check out the contact's web presence, recording URLs for their site, blog, podcast, YouTube channel and social media accounts. Enter statistics on followers. Add columns for engagement percentage (or score 1-10). Look for a Media Kit that might give you many statistics, such as email subscribers. Use Y/N to indicate if you acquired a Kit.

Connection Action Fields

Here's where it gets fun. On LinkedIn, you can take several actions to help elevate the visibility of your connections and build your relationship. It's easy to Endorse someone for a skill. You can write a Recommendation (found with Kudus when you click More... by a person's name) for the person or Give Kudos (for mentorship, thanks, etc.). You can also send a video message to a contact with the LinkedIn phone application. Note the date of your first networking call.

Begin to think about how you can advance and enhance a relationship. After a first contact, what is next? How do you plan to keep in touch? Did you offer to do something for them? Did you agree to do something together? Is there something specific to follow up on at a later time?

Know Before You Go

If there isn't a plan for a next action that comes from a first touch, what else might you do? Certainly, thinking about the person as you read articles or listen to others, consider something you could share. Is there an opportunity to collaborate on article or interview?

Can you make an introduction or refer a potential prospect to a connection?

Plan regular touches to check in with connections, particularly those that you want to develop. Send a handwritten note.

Check in once a quarter by email or social media.

The first pages are samples to help you get started with your Planner. You'll note I have included five weeks of sheets for tracking in each month. I started the numbering in month one. Take it from there.

Try a CRM, such as Zoho, to automate actions (free basic version).

Share your feedback with me here.

License:

Thank you for downloading the "Meet Someone New Every Day/Networking: 365 New Contacts in a Year" Habit Planner offered by the Center for Direct Marketing.

What You Can Do:

This license allows you to use the planner for your personal use.

What You Cannot Do:

You are not allowed to sell the planner for commercial or resell rights or give it away. Please refer others to our shop to download the planner. If you have any question about our commercial license, please contact me at Dmcenter.com/contact

A Little More Info

I'm an author, <u>instructor</u>, <u>online marketing group</u> <u>moderator</u> and networker. I love to introduce likeminded people to each other and to matchmake potential clients and vendors.

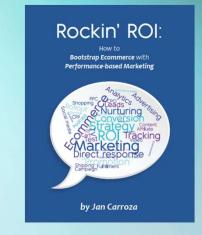
I wrote Rockin' ROI: How to Bootstrap

Ecommerce with Performance-based Marketing*
out of my passion for getting the best possible
results (ebook version on Kindle, Apple and more).

I also love to share my favorite resources, including many that are free. Check out tools and courses at **Dmcenter.com**.

I am always sharing my latest finds and <u>curating</u> marketing tips from my favorite experts.

Connect with me on your favorite social media platforms with my bio link. I'd love your feedback.



^{*} This an affiliate link. If you purchase through it, I might receive a spiff.

Sample Week MM/DD/YY

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Sample Weekly Notes

What were your results this week?

Summarize your thoughts on these pages. Refresh your memory of connections. As you think about them, what possibilities do you envision?

What might your next steps be? Is there anything to follow up on?

Check in periodically with folks you meet. Send a short text every so often, or a quick video to say you were just thinking about them.

This is where the companion worksheet comes in handy. It's not just for tracking your progress, but also for taking relationships to the next level.

Look over possible prospects. Plan a regular campaign of a series of touches. Make it 5-12 months long. It may seem like a lot, but just 10-24 touches a year done consistently will make a huge difference in the results you can see. Do or say something every two weeks. If it's on email, make it personal.

Keep track of responses, both theirs and yours. Create a next action for yourself in your spreadsheet.

Sample

Monthly Notes

How have the last weeks been?											
Take stock											
Here's a chance to really see some exciting results. How have the last weeks been? Are you getting any surprising results?											
What things can you schedule for follow up? Is there anything left undone that you can catch up on?											
Of your new contacts, who can you introduce them to? Can you refer a lead to any of them?											
Every new connection can introduce you to two or more. Your year of 365 new contacts could mean nearly 1000. One out of six referrals will work with you. Referred											
clients will stay 4x longer and are 2 ½x likely to refer you to others. Something exciting is bound to happen.											
By the numbers, how many calls did you have? How many new connections? How many new prospects?											

Quarterly Notes



Evaluate your progress

Now that you have three months under your belt, how has it been? Fun? Rewarding?

Make some notes, especially after the first quarter, so that you can refer back later and remember what the progress you made with each subsequent quarter.

What new connections stand out?

What new methods have you used to reach out?

Which method worked the best?

What's your favorite follow up technique: email, phone, handwritten note, etc.?

Do you have a favorite thing that is your first request? What do you share or give away?

What more can you do? How can you make a bigger impact and get more out of your effort? What more can you give?

Change it up. Don't worry when you get crickets. People are busy. Be patient. Don't give up

Go back and look through new connections. Who could you ask for a referral?

Sample

End of Year Review

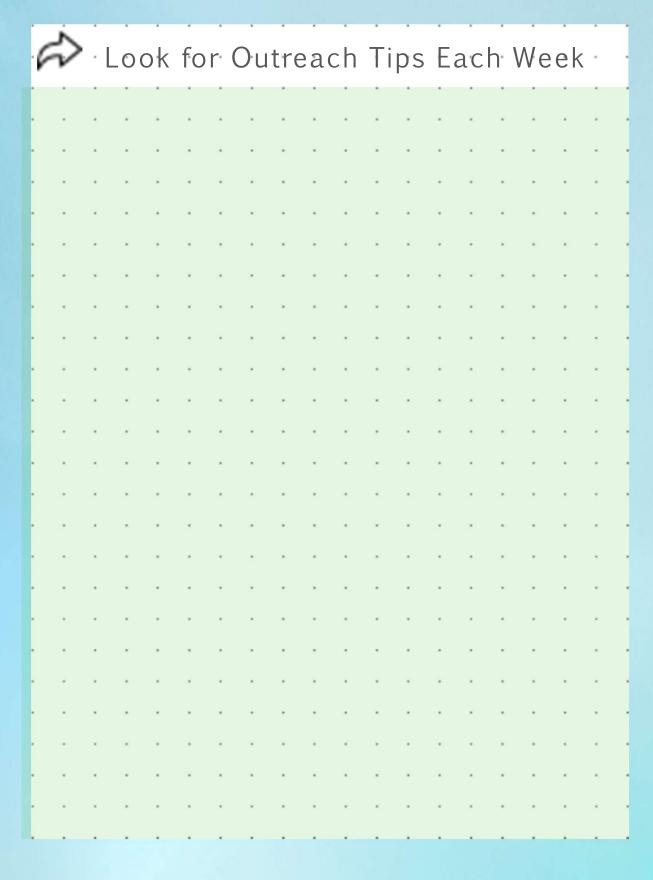
What were the highlights?

Evaluate what worked. What didn't?
You've made it!
How many new connections have you made?
By the numbers – how many new clients and connections did you collect?
Was the time spent worthwhile? More than you thought? Less?

WEEK/MONTH/YEAR

Join a LinkedIn group and search members to start a conversation.

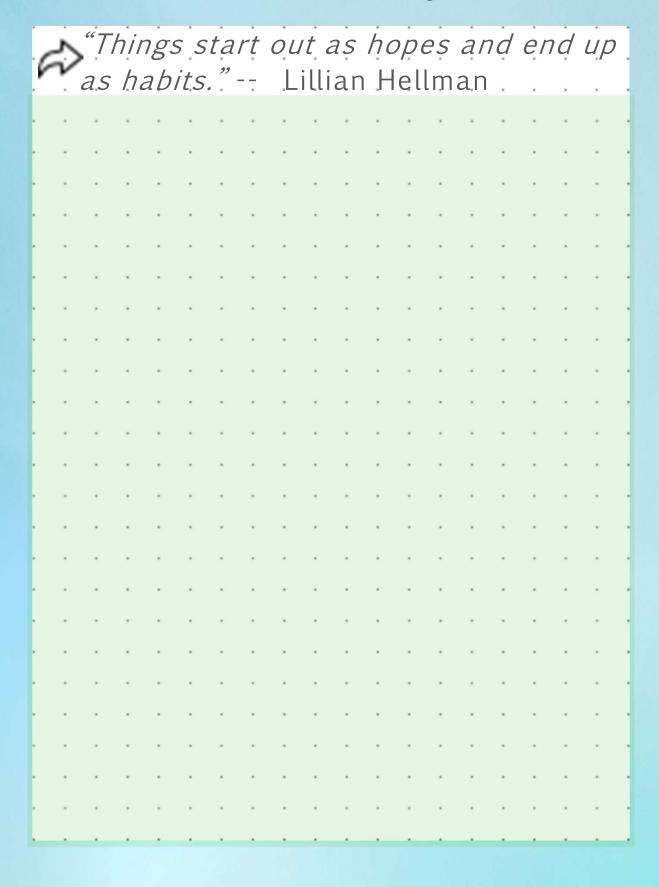
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WEEK/MONTH/YEAR

Join a Facebook group and connect with a member.

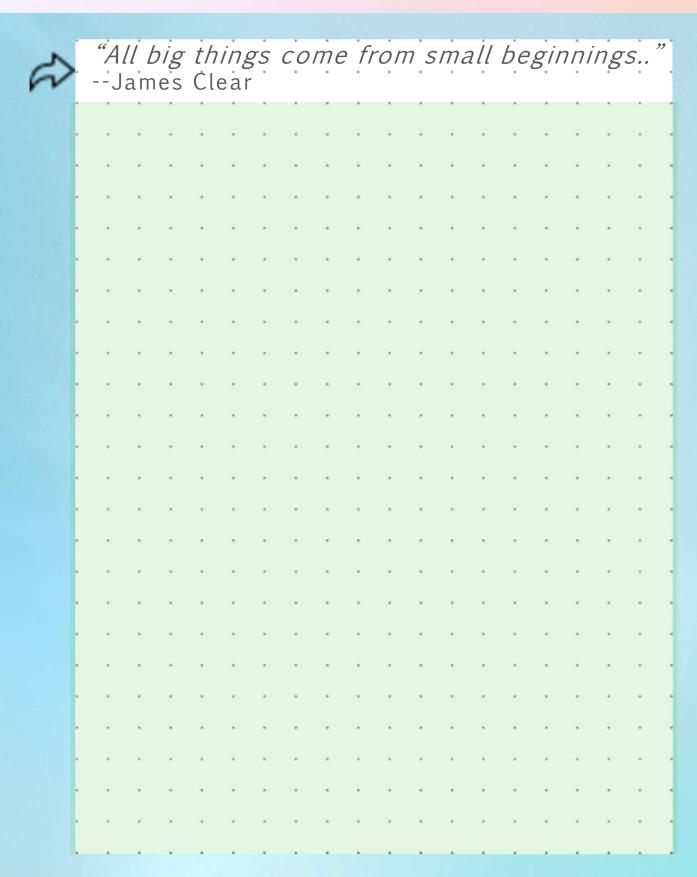
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Look at LinkedIn's connection suggestions, hit Connect button and say something specific you noticed about them.

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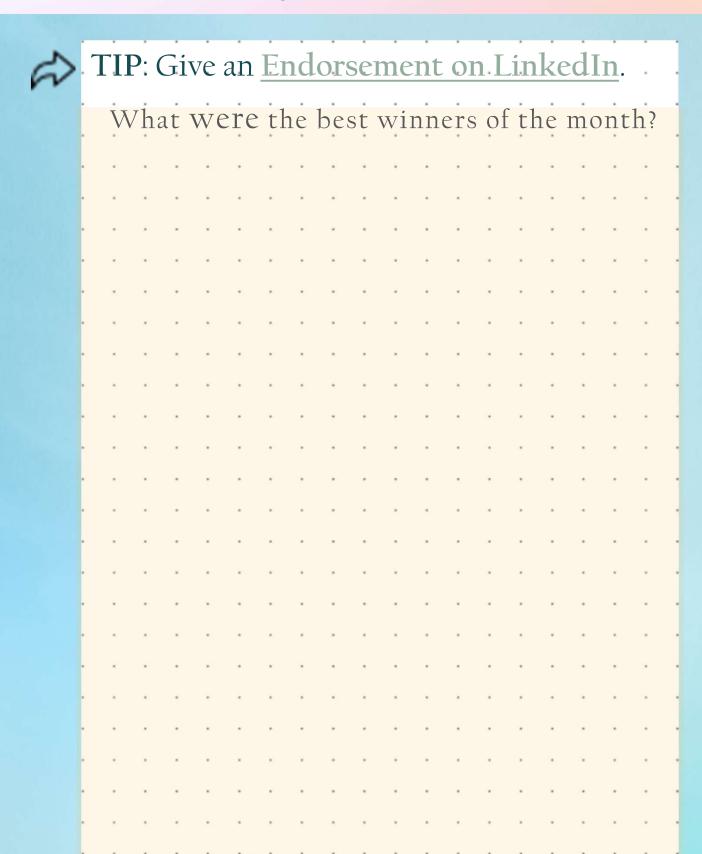
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Carry business cards with you all the time; use one to write the new contact's info and keep it.



Monthly Notes

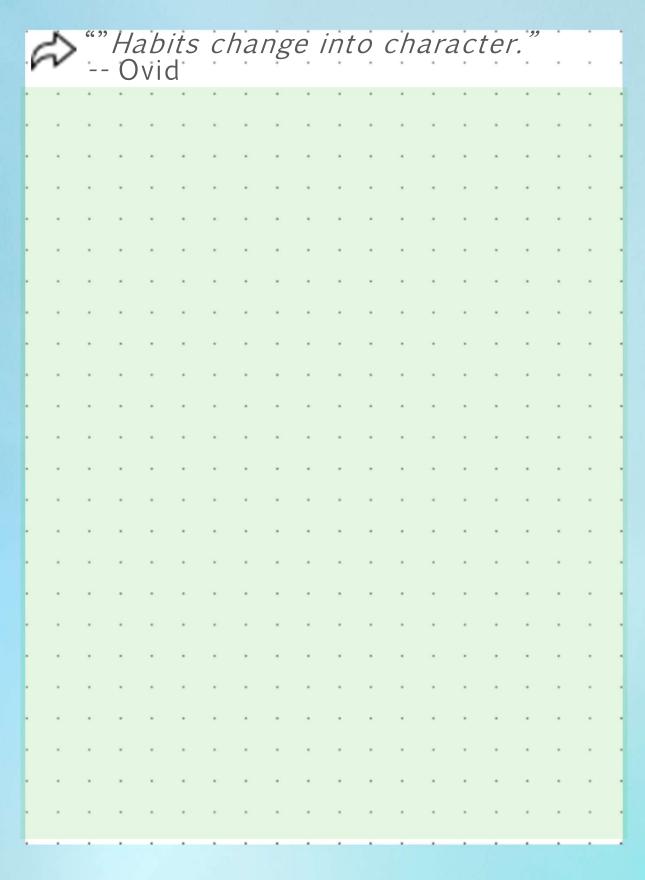


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WEEK/MONTH/YEAR	Meet someone on a webinar and connect on social media.	

WEEK/MONTH/YEAR



WEEK/MONTH/YEAR	Ask a client for an introduction or referral.	

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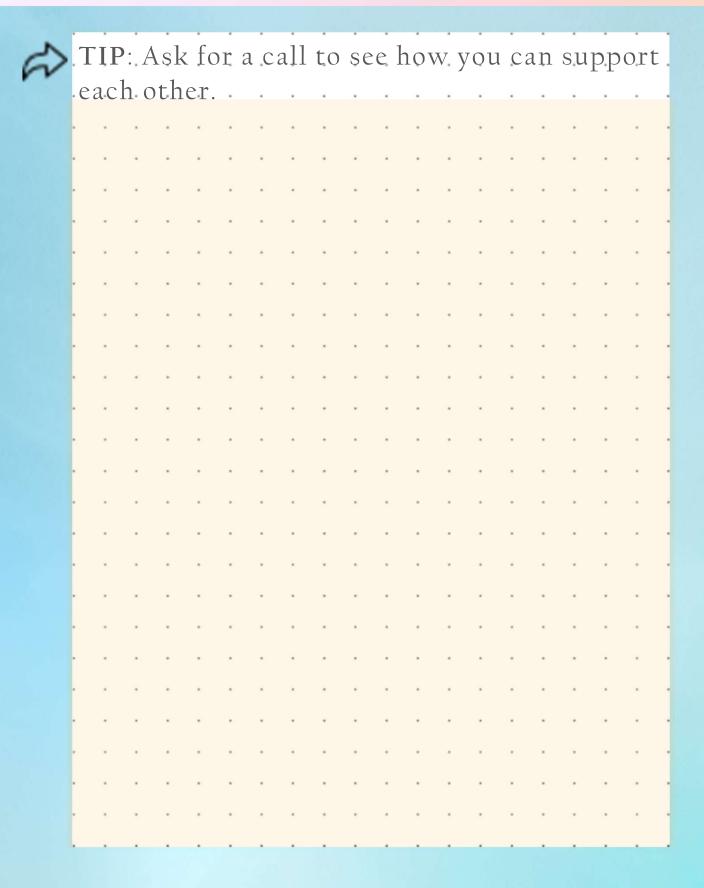
WEEK/MONTH/YEAR	Create a video in Bonjoro. Send to a LinkedIn connection

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WEEK/MONTH/YEAR	Follow and comment on a person's post, s screenshot of comment with request to connect.	send

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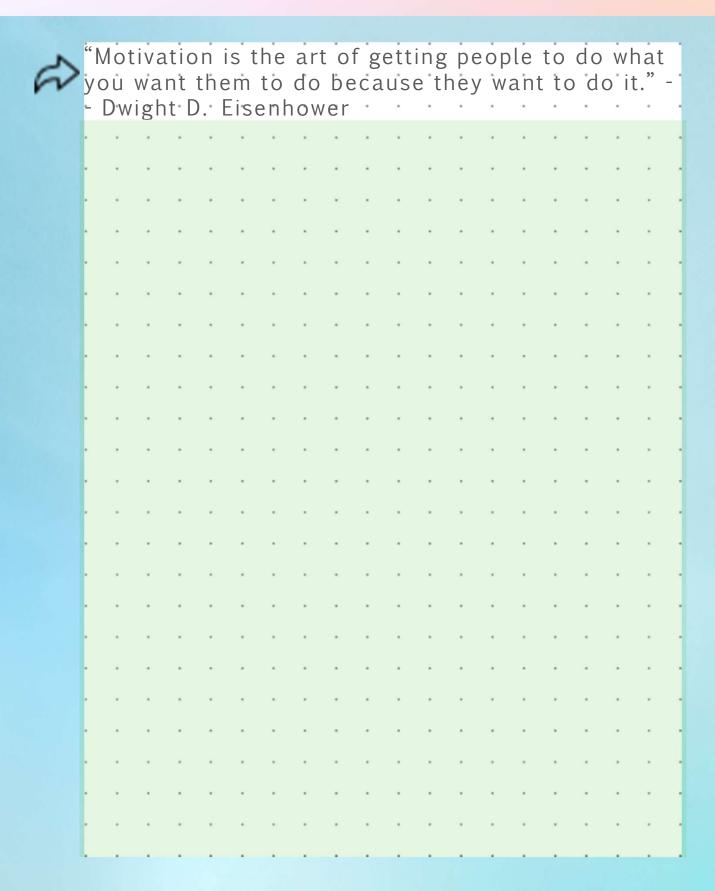


Find an event on MeetUp.

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WEEK/MONTH/YEAR

Recommend a resource to someone.



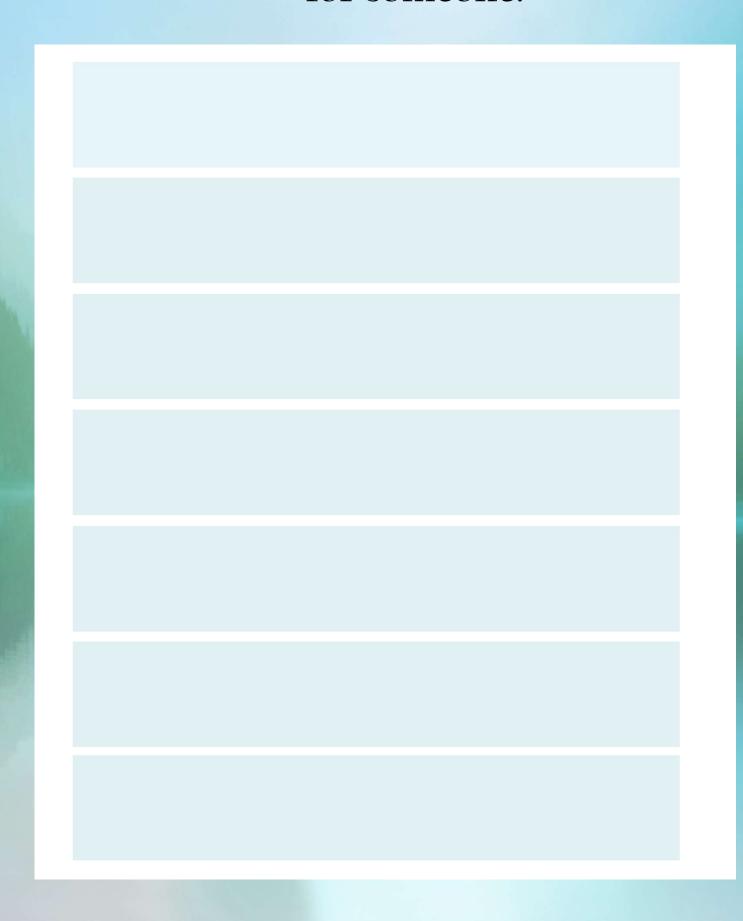
WEEK/MONTH/YEAR	Sign up for RadioGuestList to find podcast hosts looking for guests; connect with
	host.



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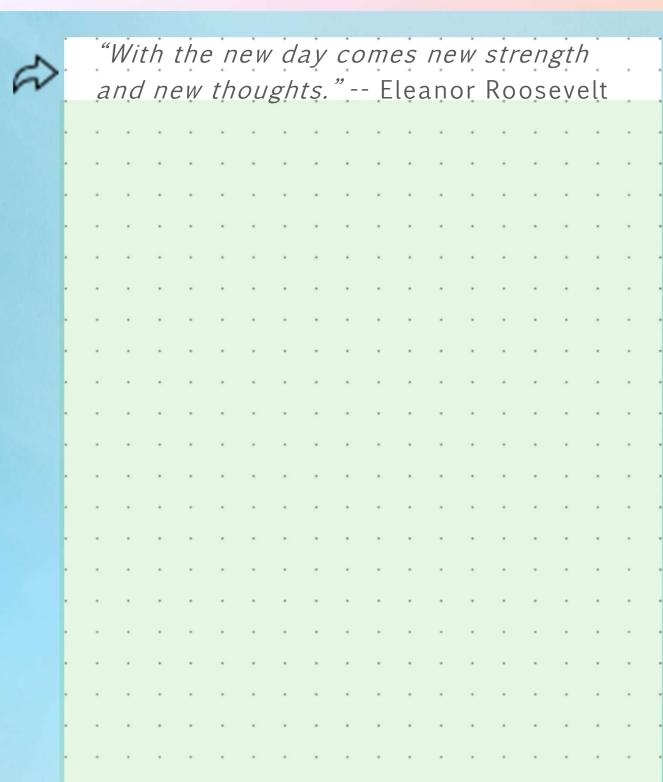
WEEK/MONTH/YEAR

Offer to be a reference for someone.

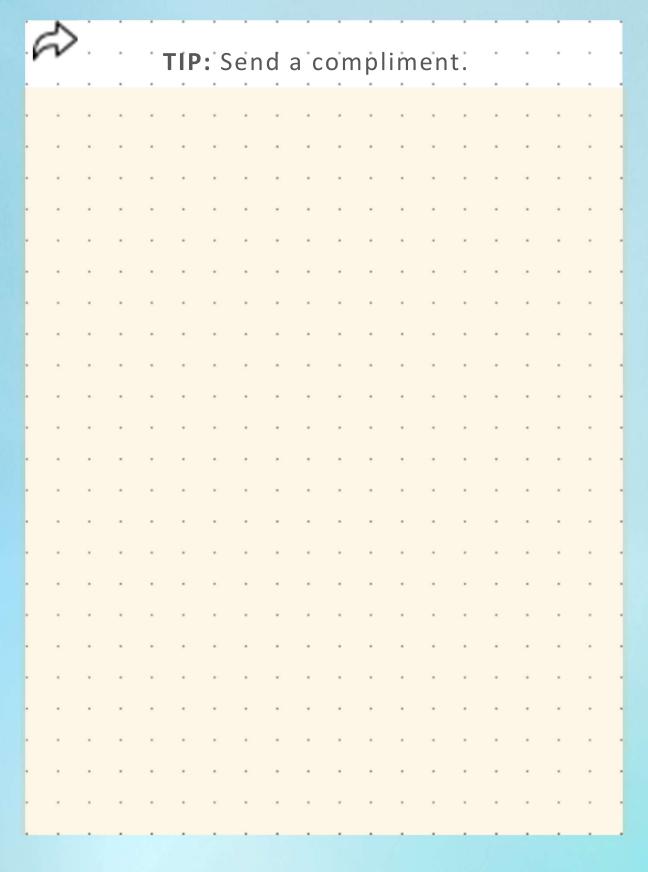


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WEEK/MONTH/YEAR	Do a group post where you share several posts on the same topic and the other authors share yours



Monthly Notes



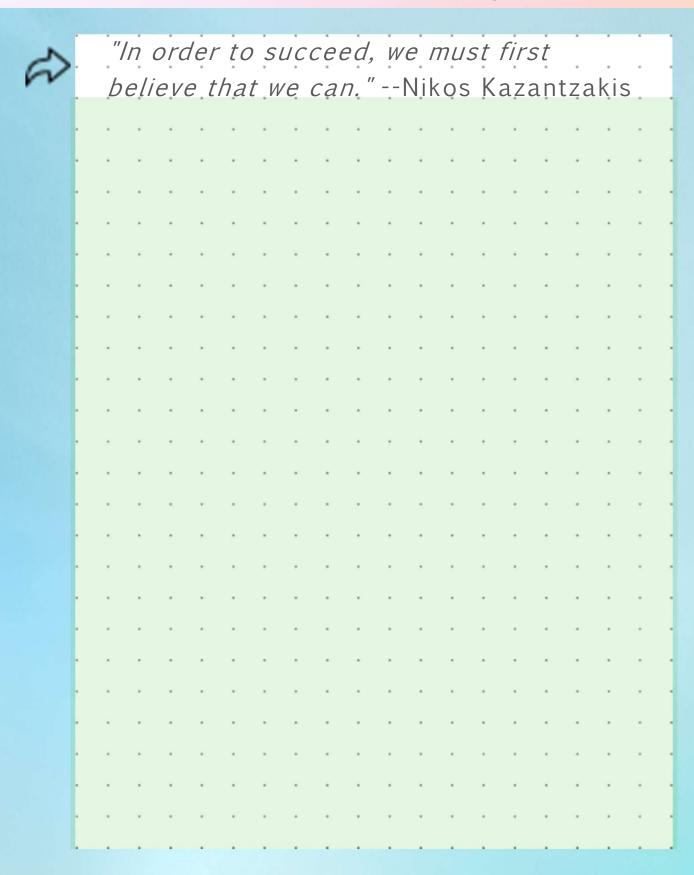
Quarterly Notes

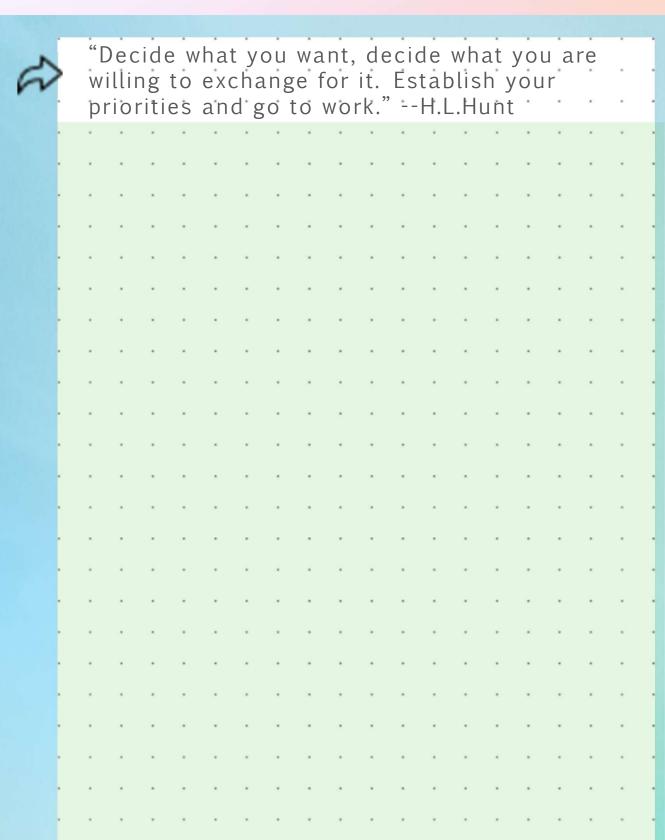


TIP: Mail a shiny penny to someone; ask "A Penny for your Thoughts"...

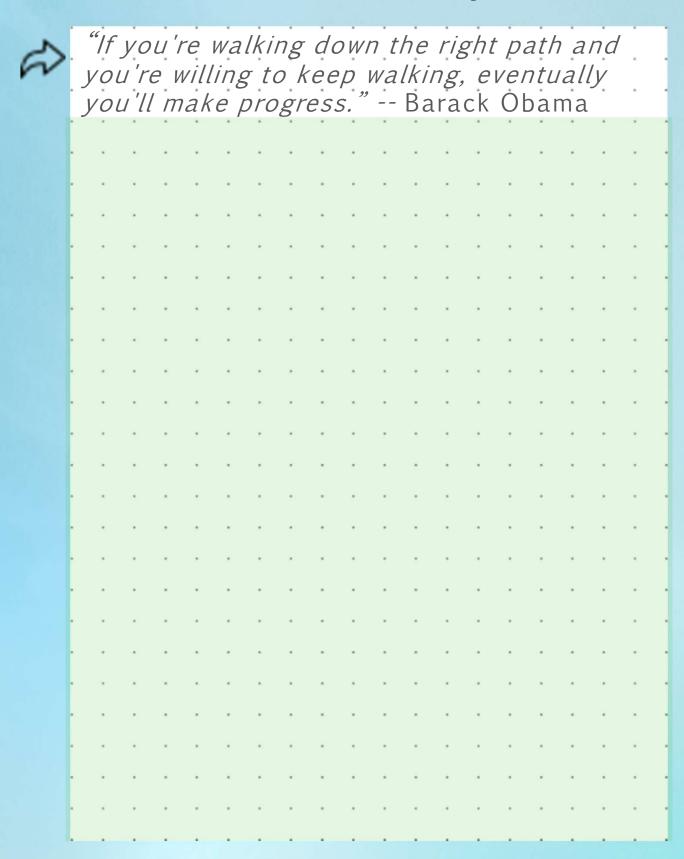
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Give a blog post that you think might be interesting.

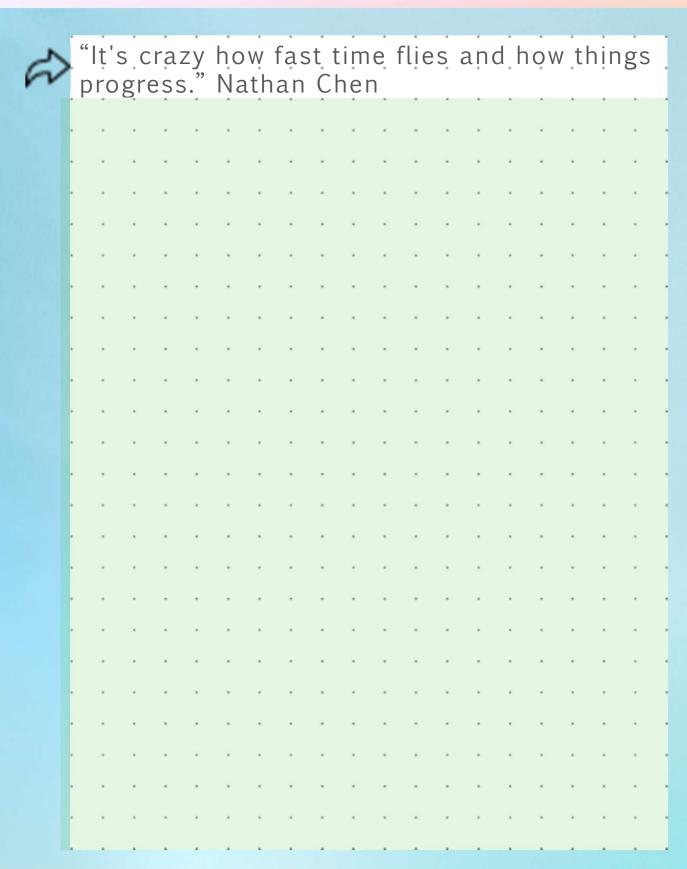




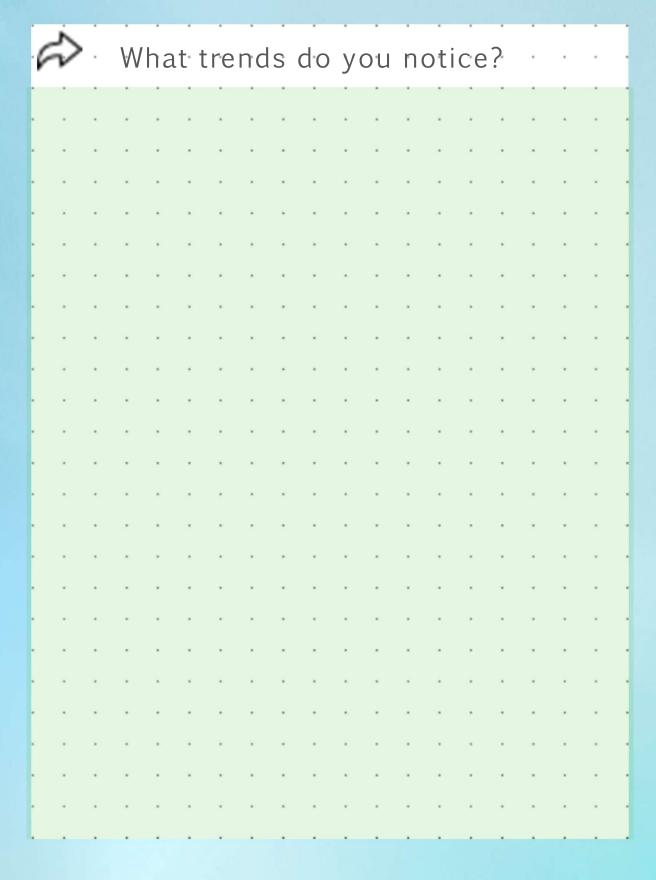
WEEK/MONTH/YEAR	Post a book review & send screenshot to author with request to
	connect.



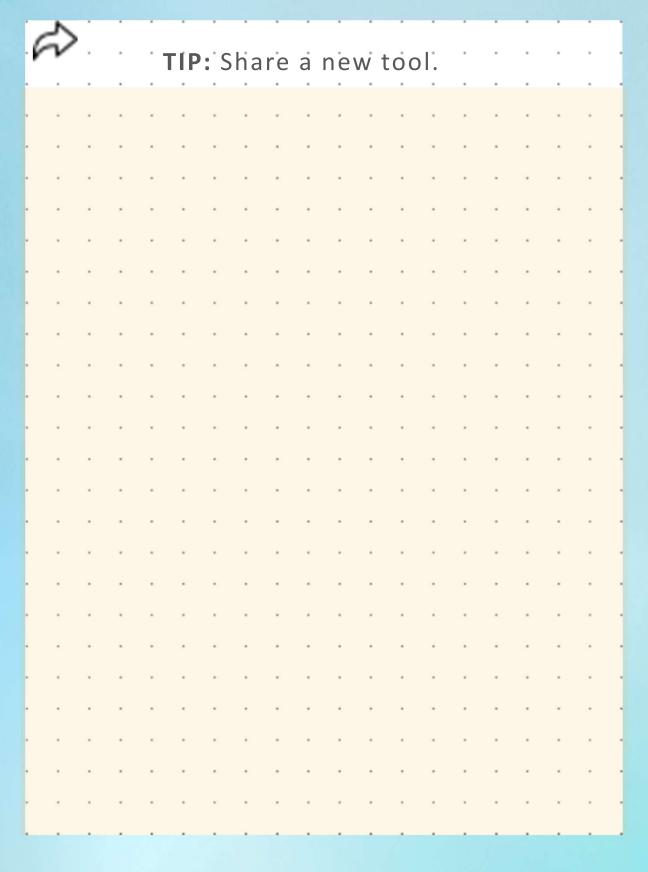
Offer to exchange blog posts.



WEEK/MONTH/YEAR	Introduce yourself to a stranger at
	church or at a community event.



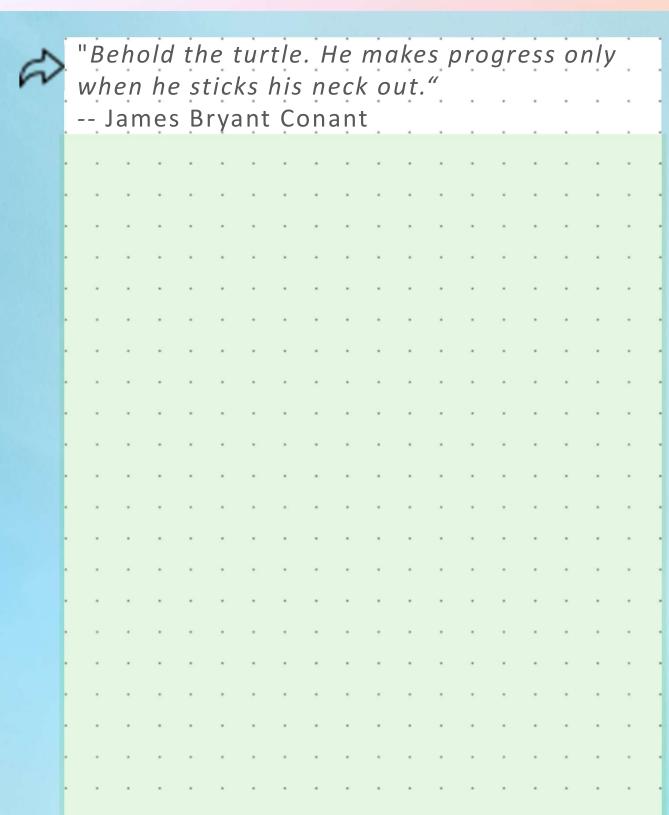
Monthly Notes



WEEK/MONTH/YEAR	Meet someone on a social media cha Here's <u>a list from ChatGPT</u> .	at;

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WEEK/MONTH/YEAR	Give: advice, a freebie	(checklist,
	template, service).	

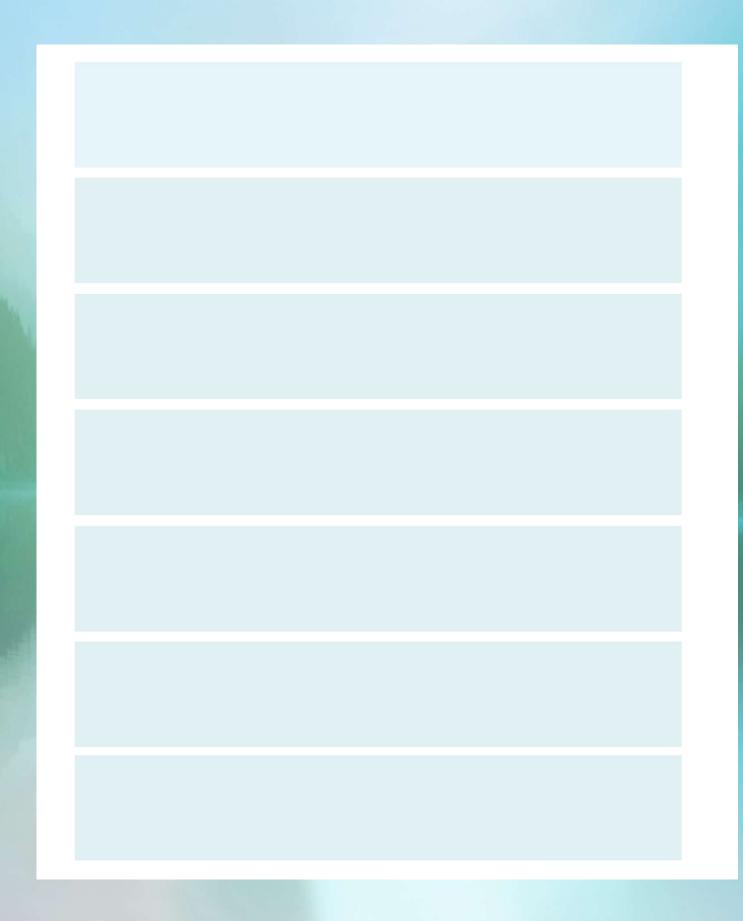


WEEK/MONTH/YEAR

Take cookies to a neighbor you haven't met.

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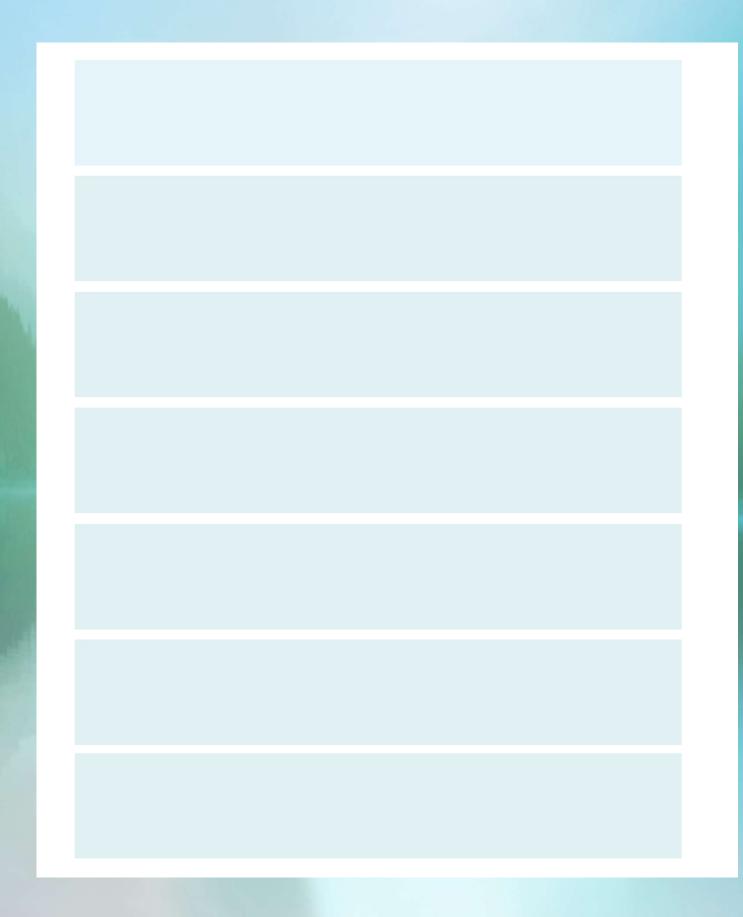
Ask for an opinion.

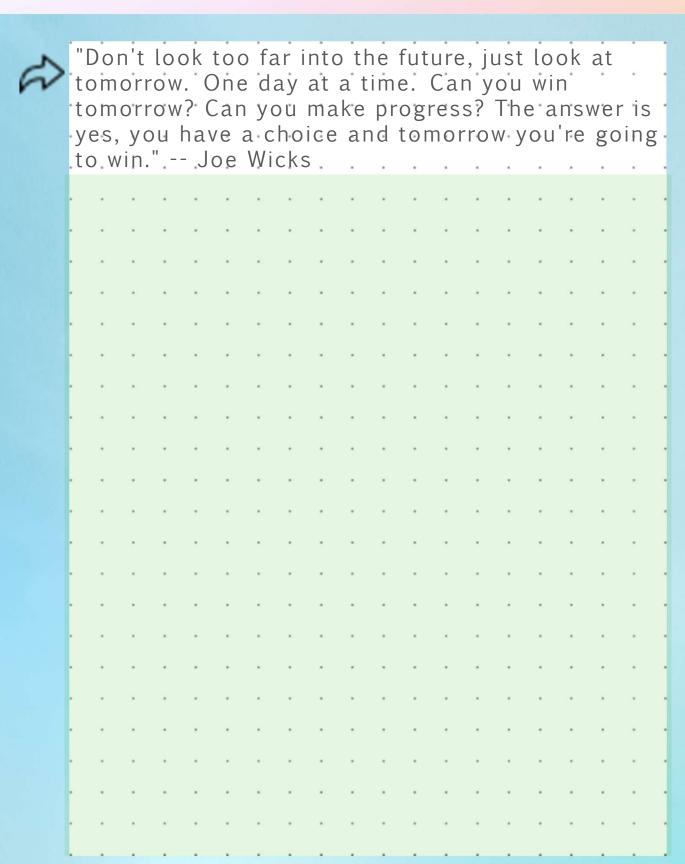




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Send someone a tip.





Monthly Notes

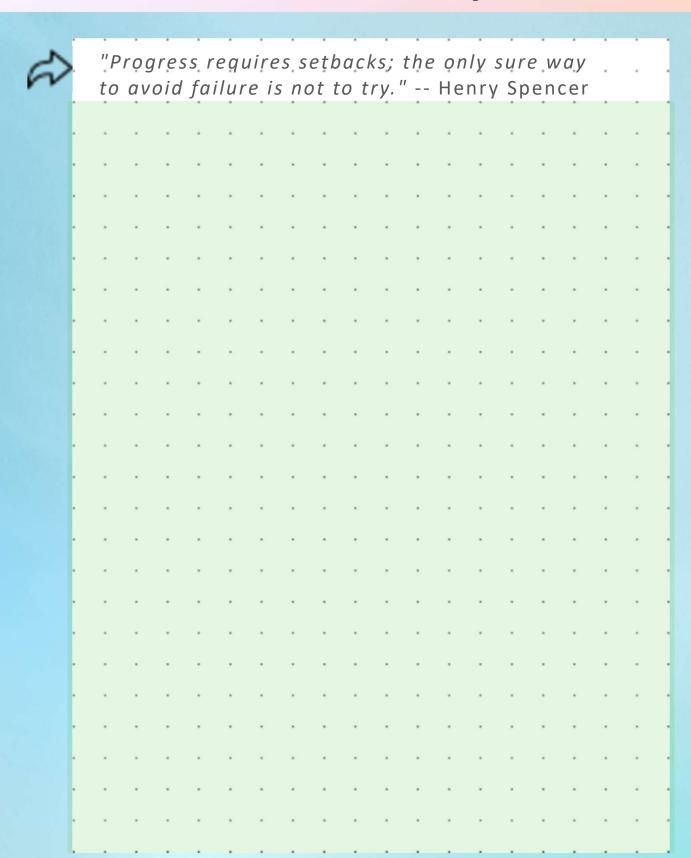


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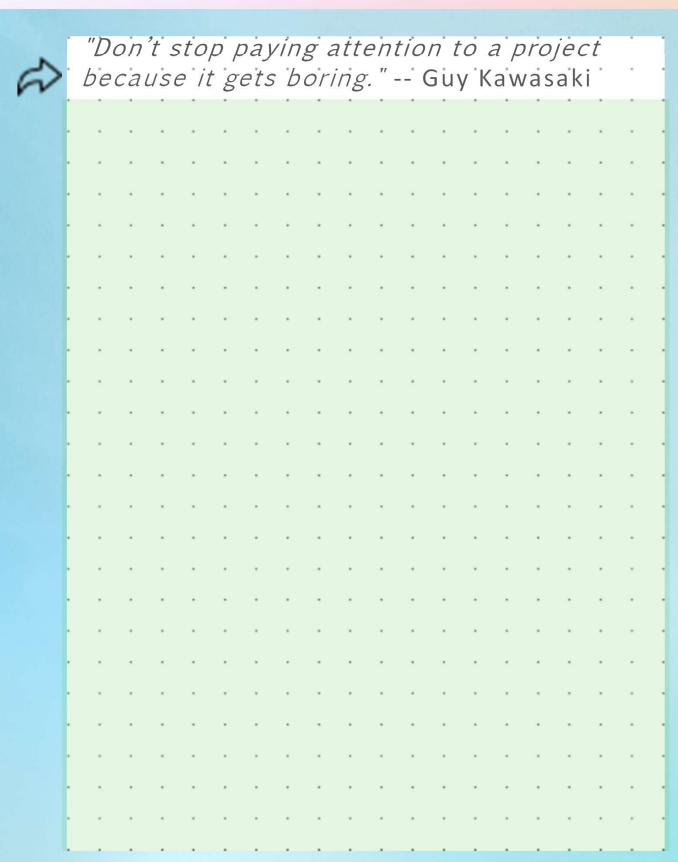
	someone a coffee (even virtually).

Do a random act of kindness - buy

WEEK/MONTH/YEAR



WEEK/MONTH/YEAR	Ask if there is anything you can do for someone.

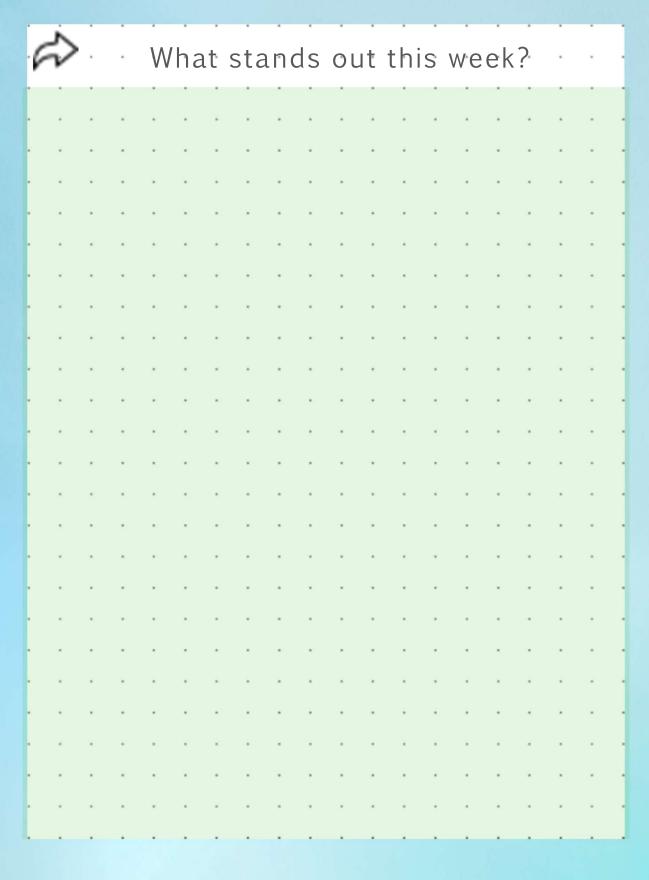


Search for networking events.

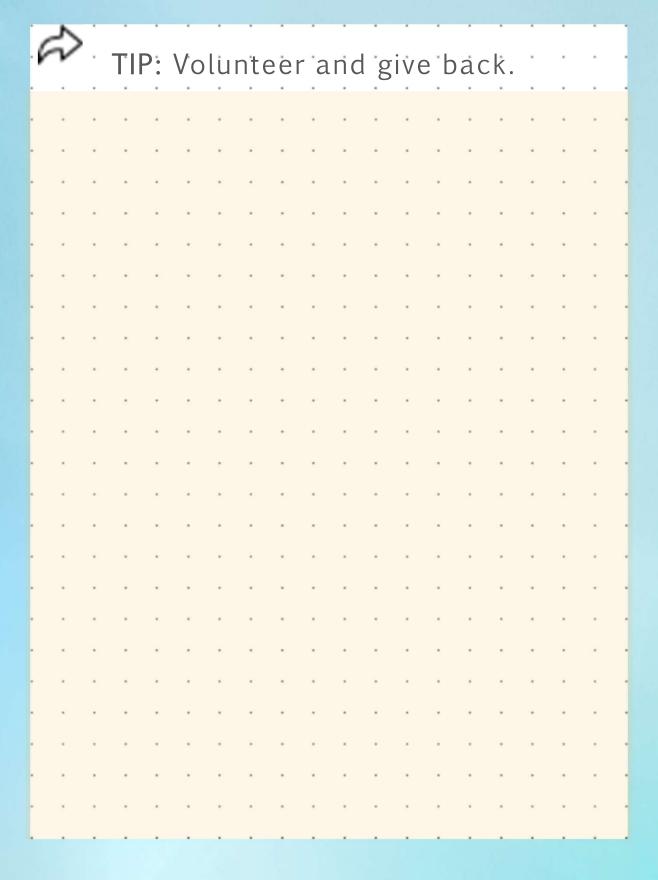
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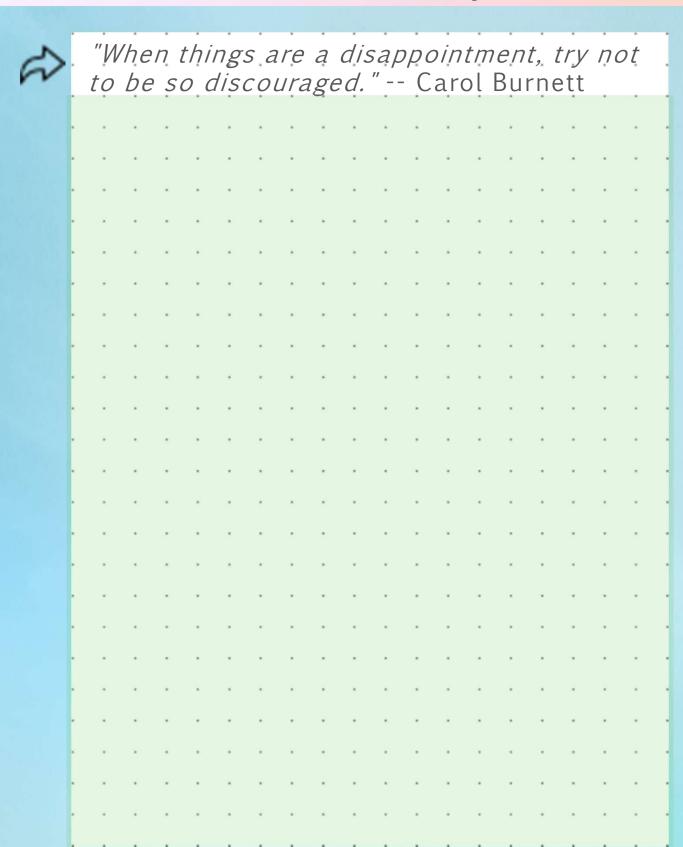
Monthly Notes



Quarterly Notes

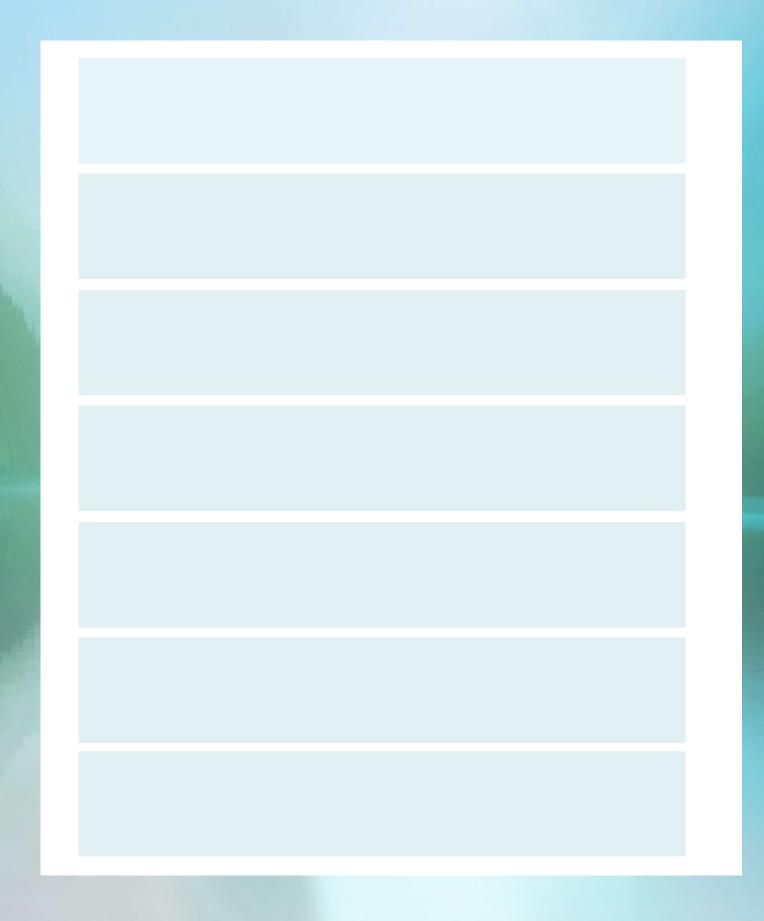
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WEEK/MONTH/YEAR	Take a class; connect to instructor and/or students in social media.



WEEK/MONTH/YEAR

Ask a colleague for an introduction.



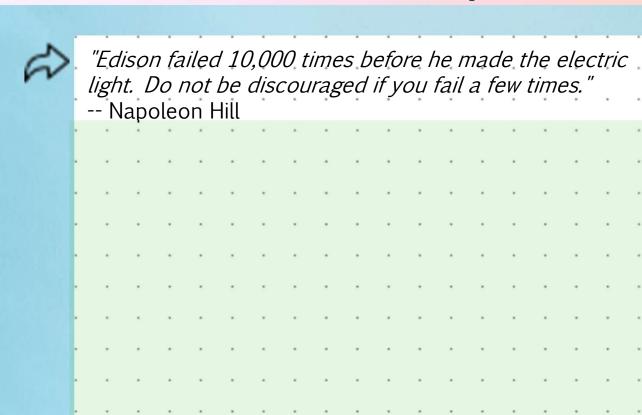
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WEEK	/MONT	H/YEAR

Reach out to local media person with news story idea.

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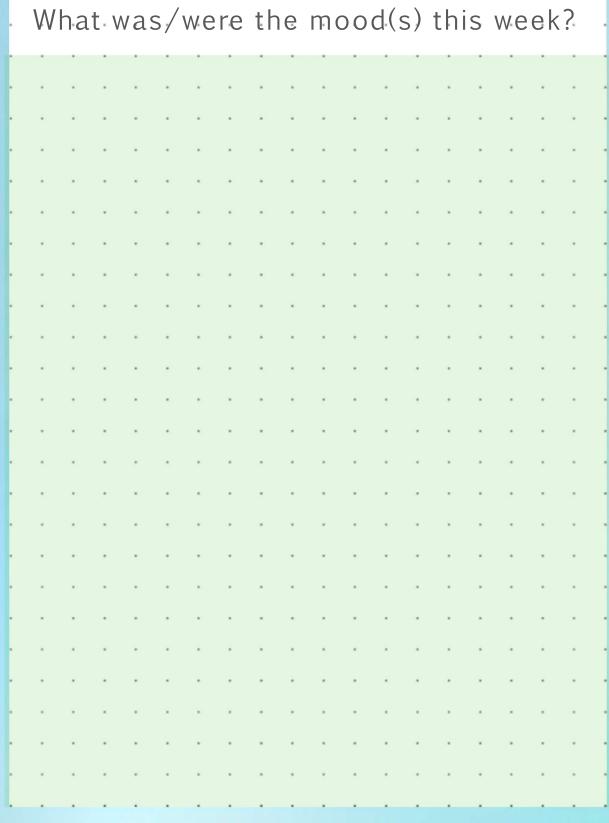
WEEK/MONTH/YEAR	Search best [keyword] podcast and email or connect with host on socia media.	



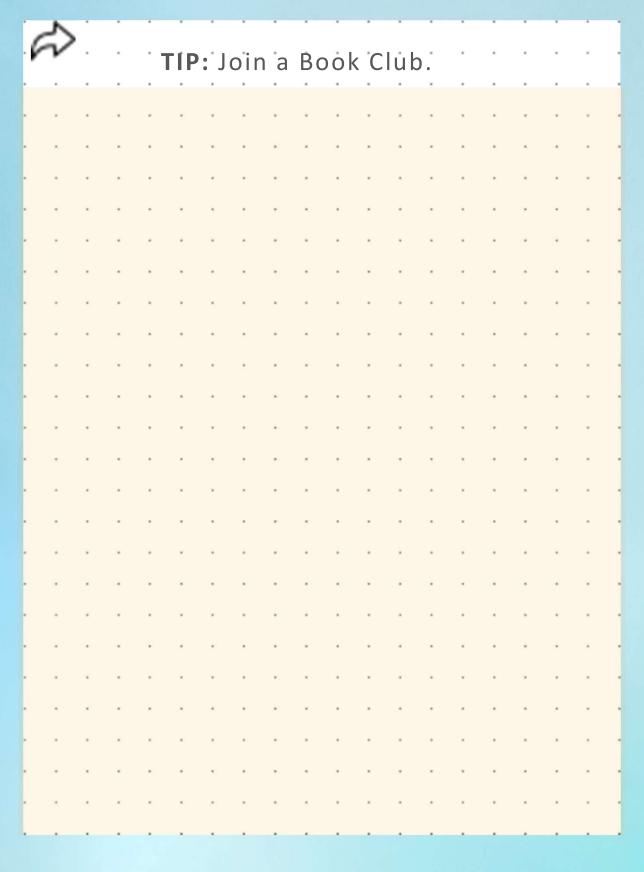
WEEK/MONTH/YEAR

Ask someone if you may interview them.

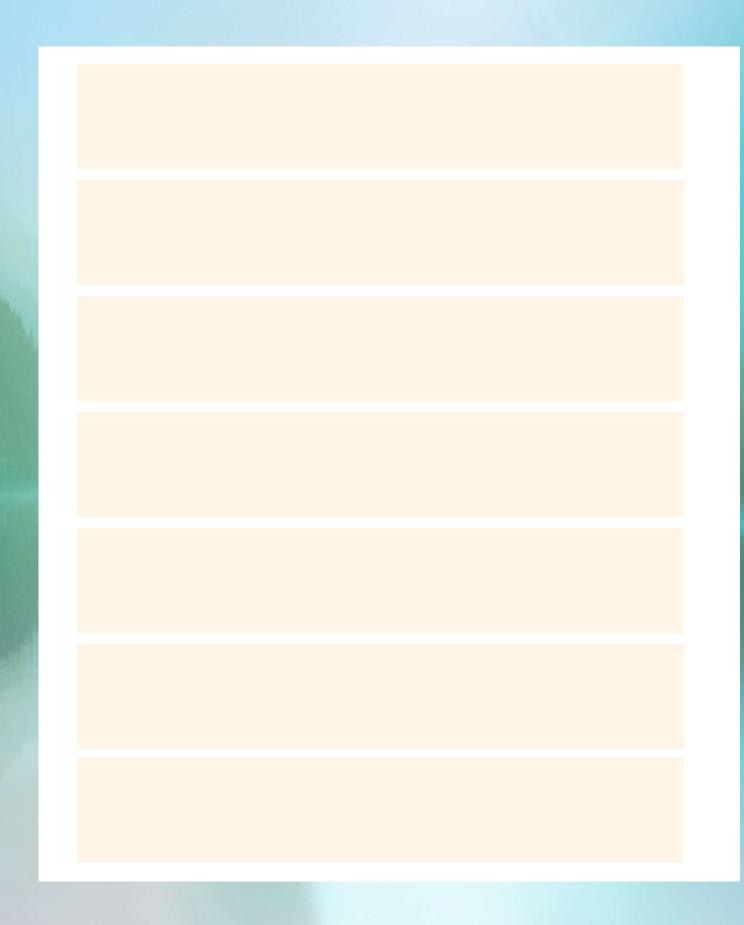




Monthly Notes

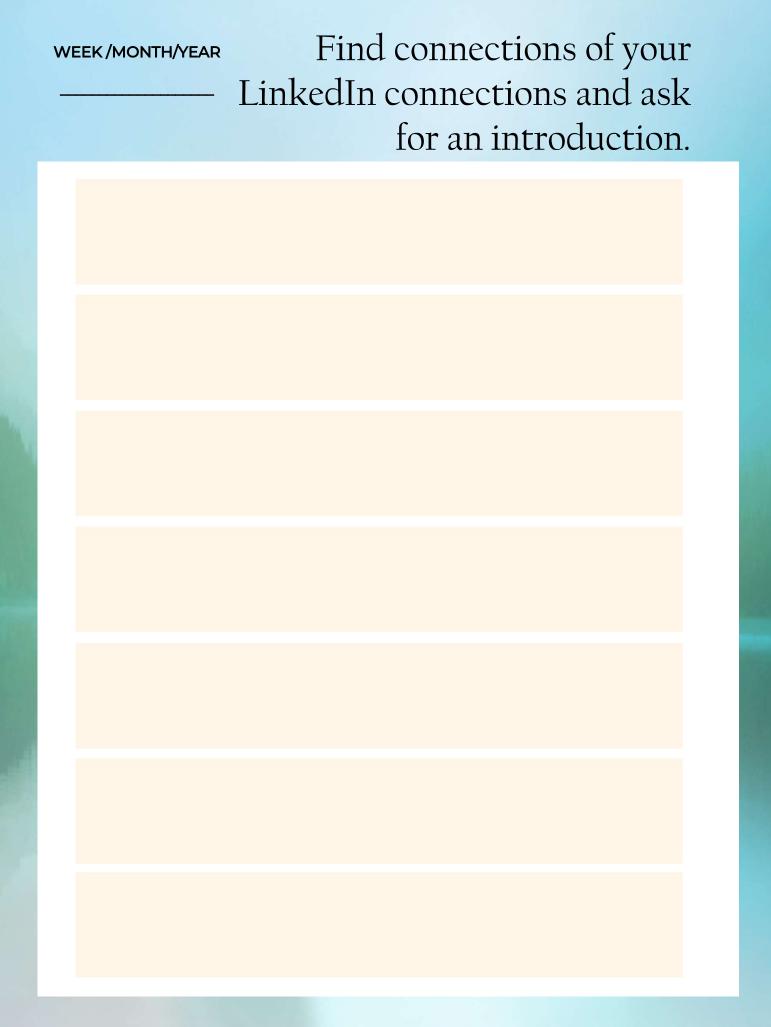


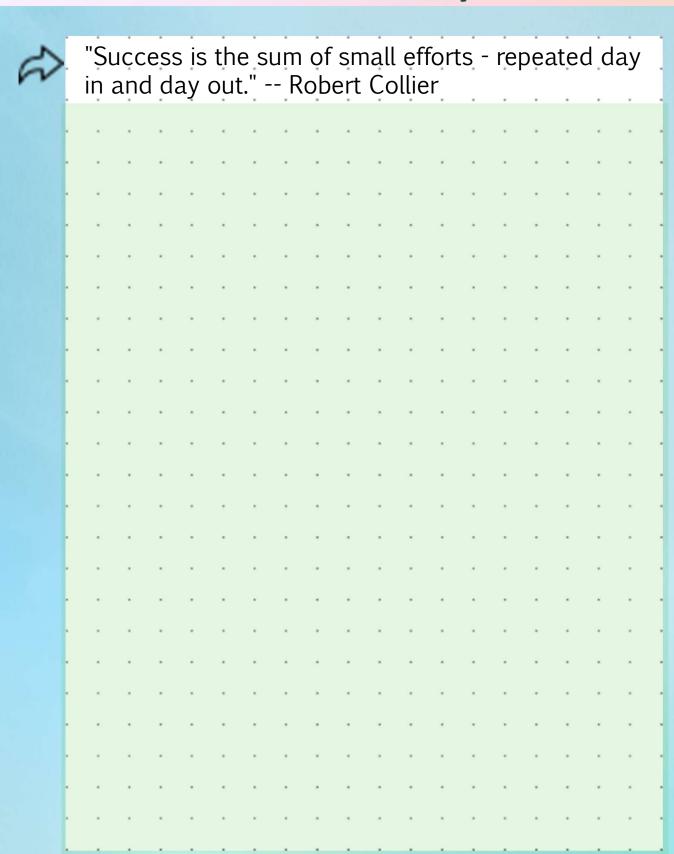
WEEK/MONTH/YEAR Use FB Messenger to send a video message.



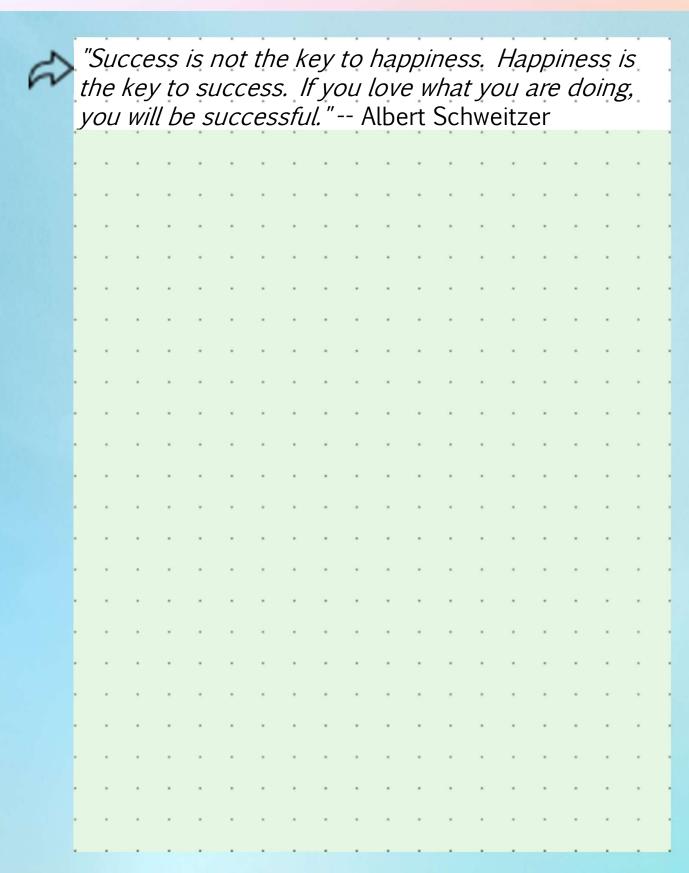


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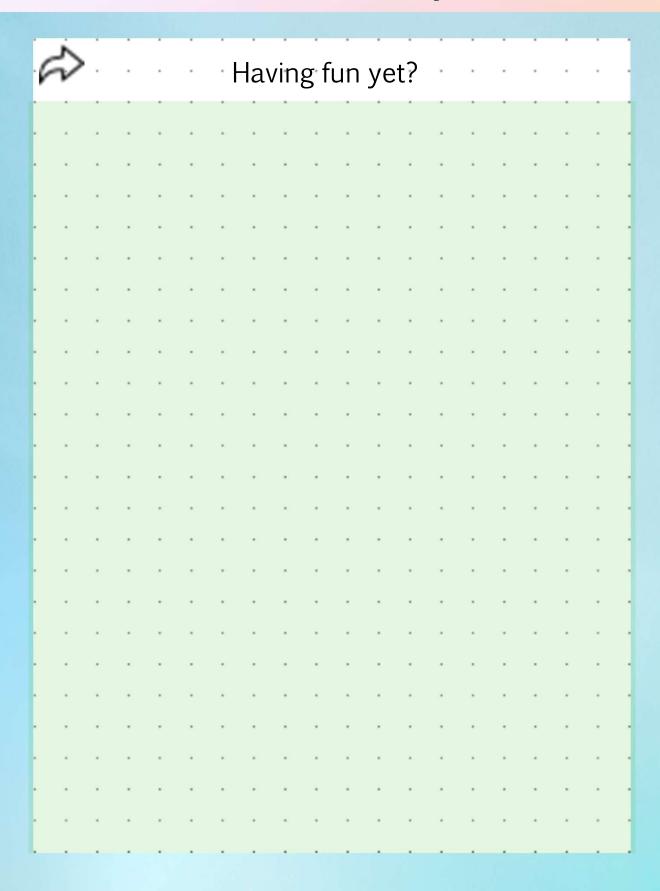


Offer to be a podcast guest.



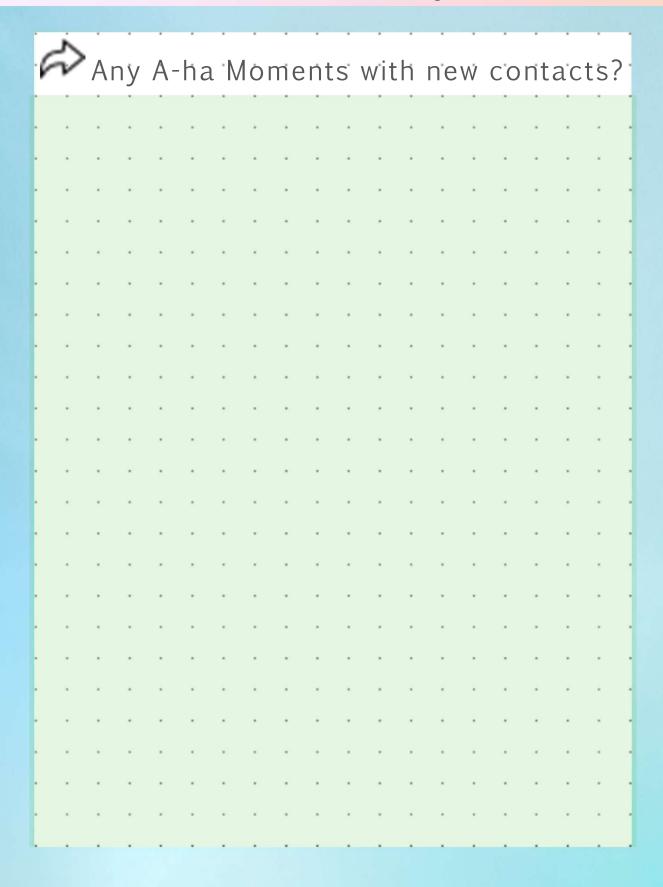
WEEK/MONTH/YEAR

Find online summit and reach out to speakers.

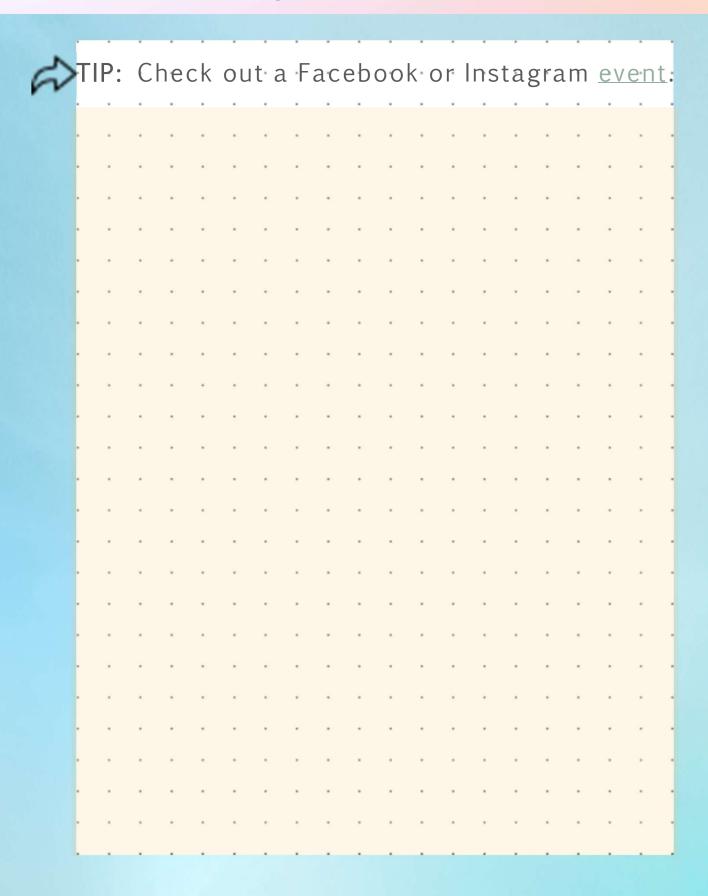


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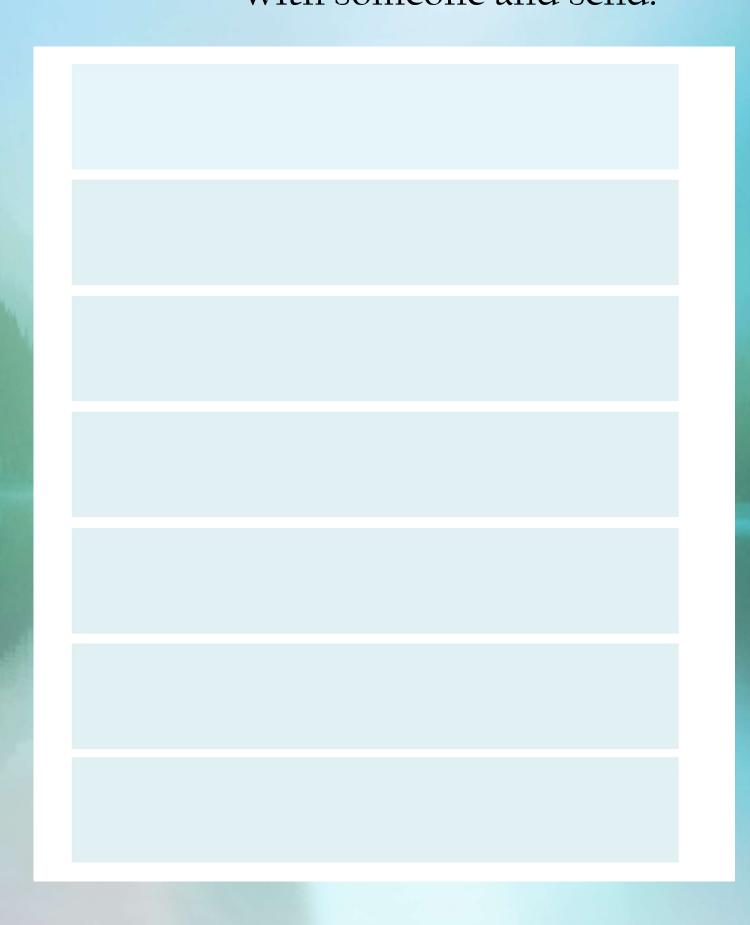
Go someplace new and ask someone a question.

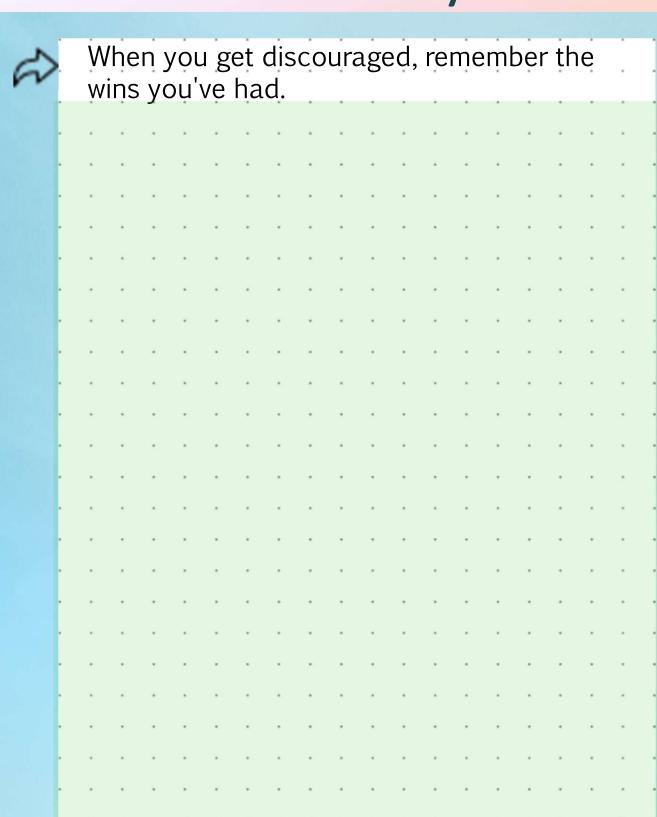


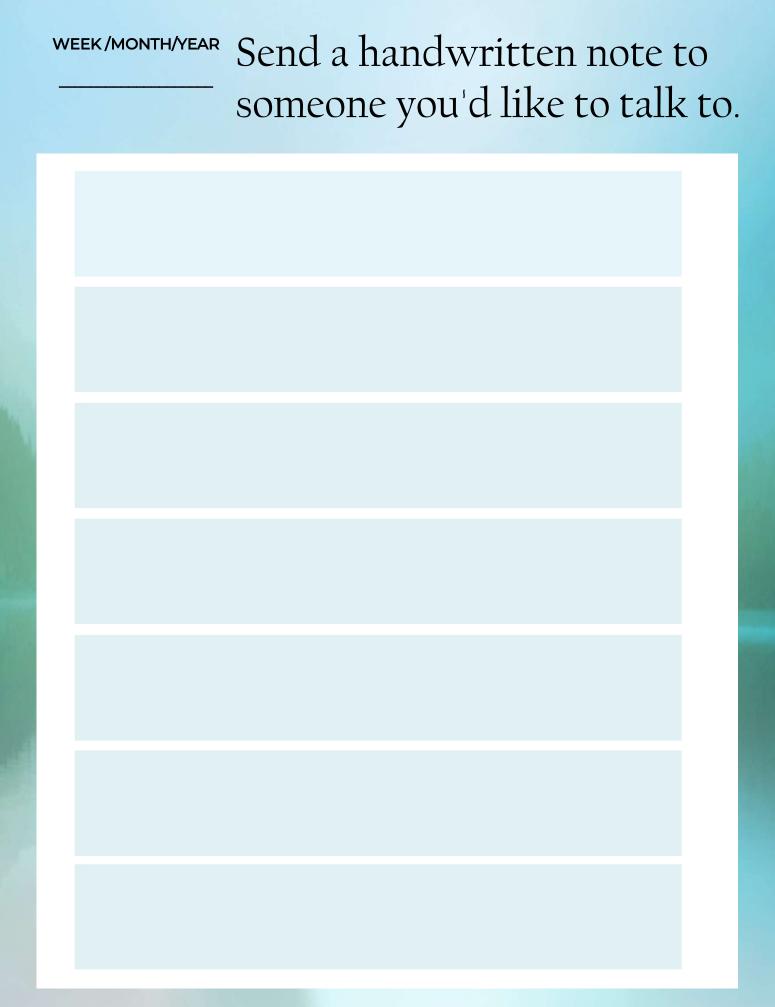
Monthly Notes

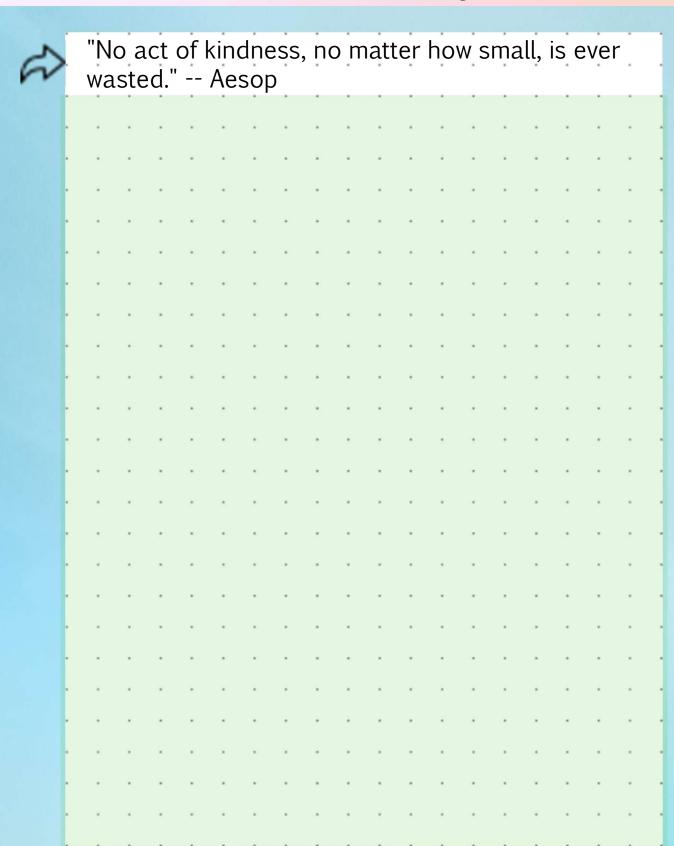


Record a tip by yourself or with someone and send.

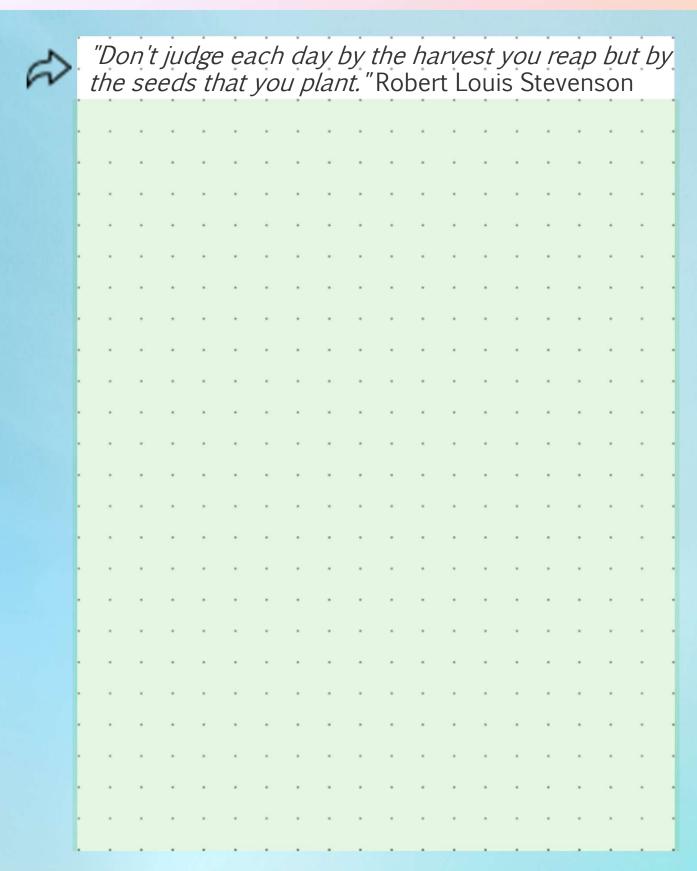








WEEK/MONTH/YEAR	Send a short email, remarking on something in your research on the person, and ask to connect.



WEEK/MONTH/YEAR	Send a small gift - useful or fun - or a Starbucks gift card - to ask for a call over coffee.		

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WEEK/MONTH/YEAR	Mention them [@name] in social media to get attention, perhaps sending a thank you.	



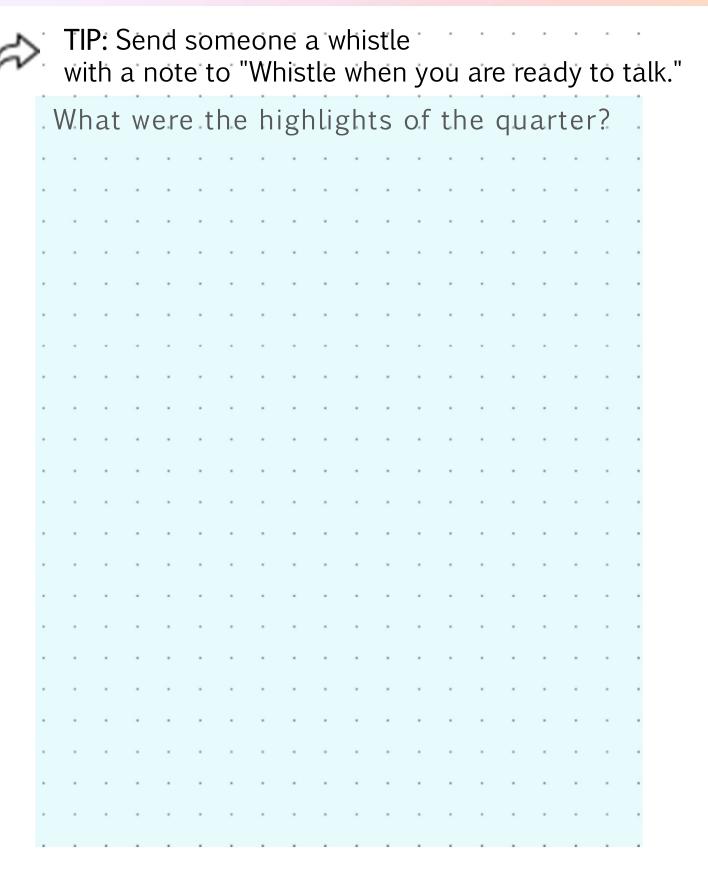
"Put your heart, mind, and soul into even your smallest acts. This is the secret of success. -- Swami Sivananda .

Monthly Notes



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Quarterly Notes



WEEK/MONTH/YEAR	Find someone in your trade association or social organization, perhaps another school alumni.



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WEEK/MONTH/YEAR	Search 2nd connections on
	LinkedIn to ask for an introduction.



WEEK/	MONT	H/YEAF
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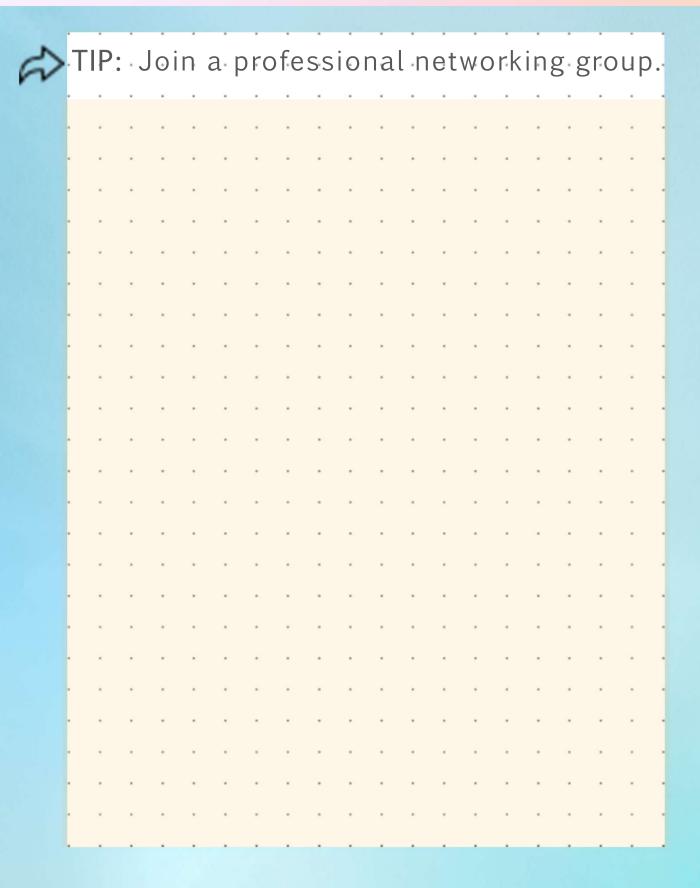
Do a Facebook Live streaming event with someone.

\Rightarrow	<i>"Give light and people will find the way."</i> Ella Baker

WEEK/MONTH/YEAR	Offer a freebie (checklist, how-to, ebook) for someone to share with taudience.	their

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Monthly Notes

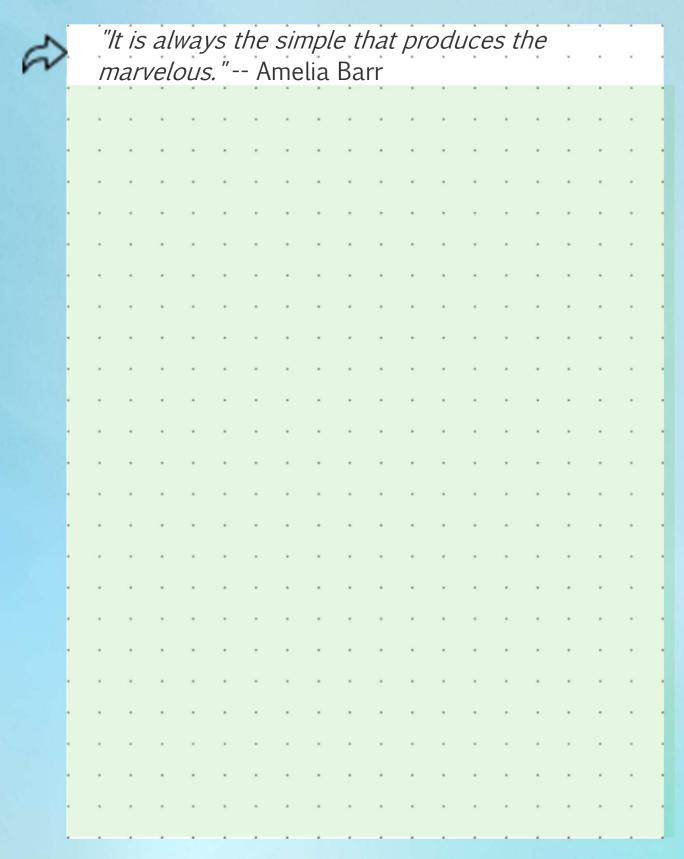


Offer an initial assessment call.

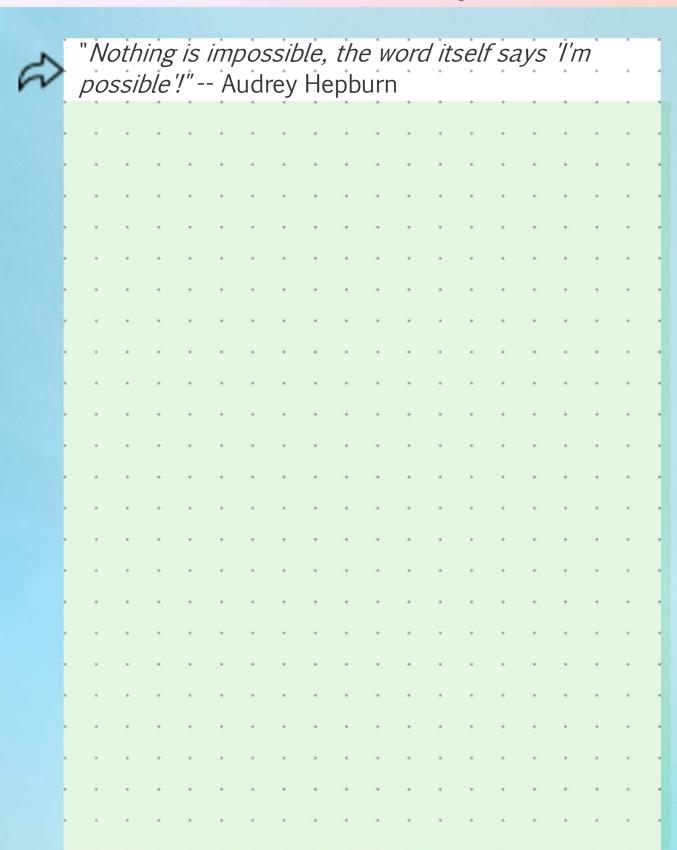


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WEEK/MONTH/YEAR	news story idea.



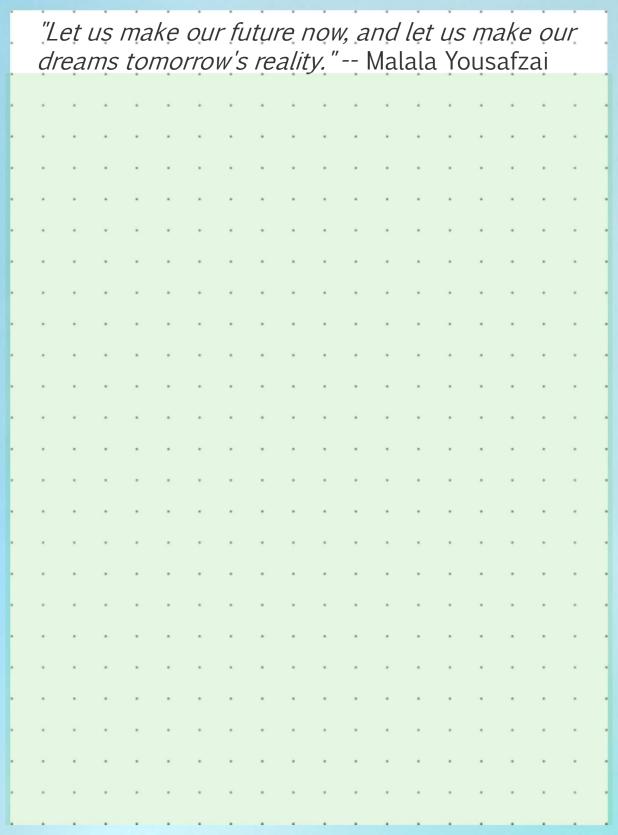
Check out your local Chamber of Commerce for an introduction.



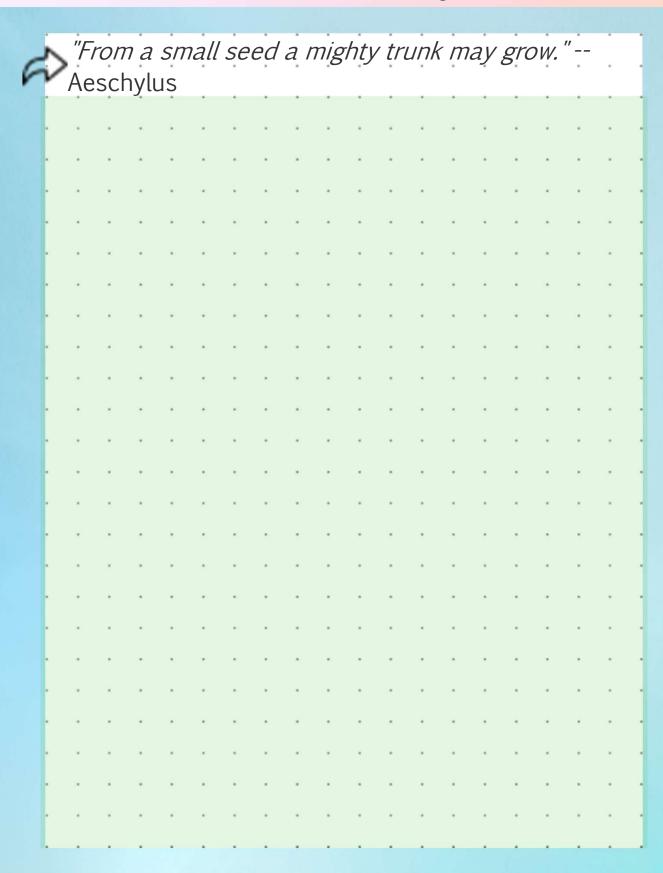
WEEK/MONTH/YEAR

Offer to be a resource in your niche(s).

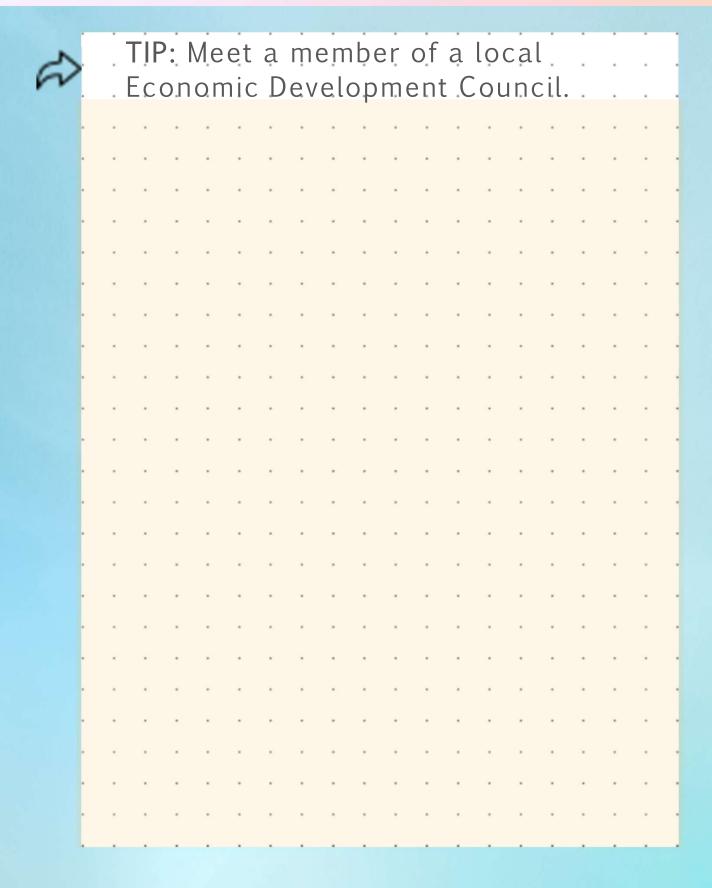




week/month/year Make a 15-minute webinar with someone.



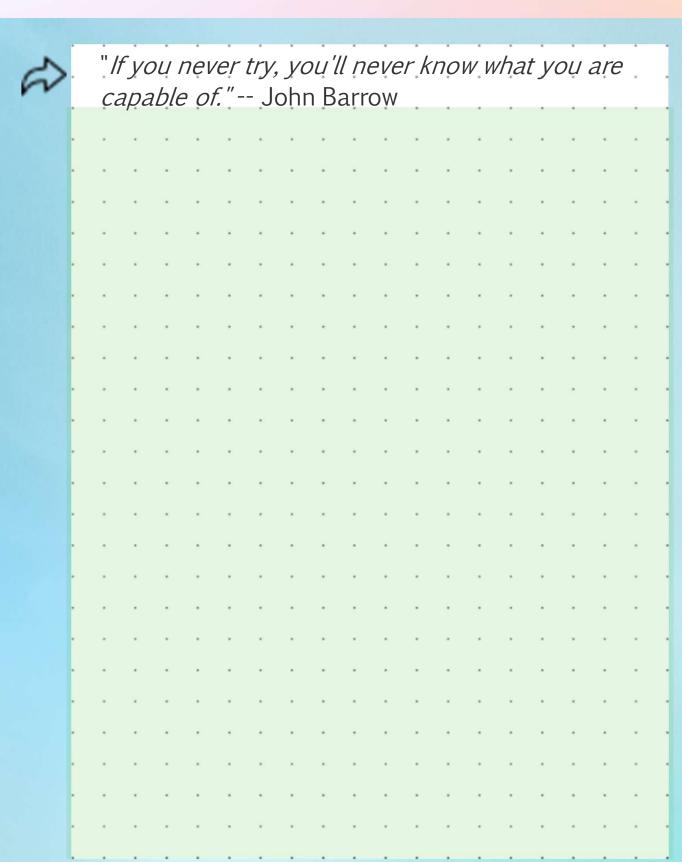
Monthly Notes



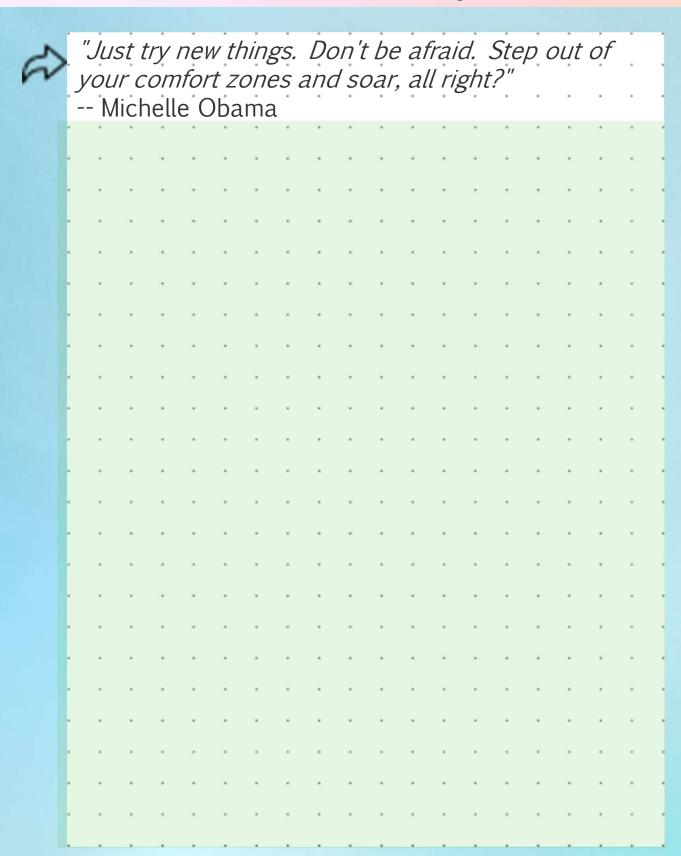
WEEK/MONTH/YEAR	Send a link to an article, podcast episode or video that you think would be of interest.



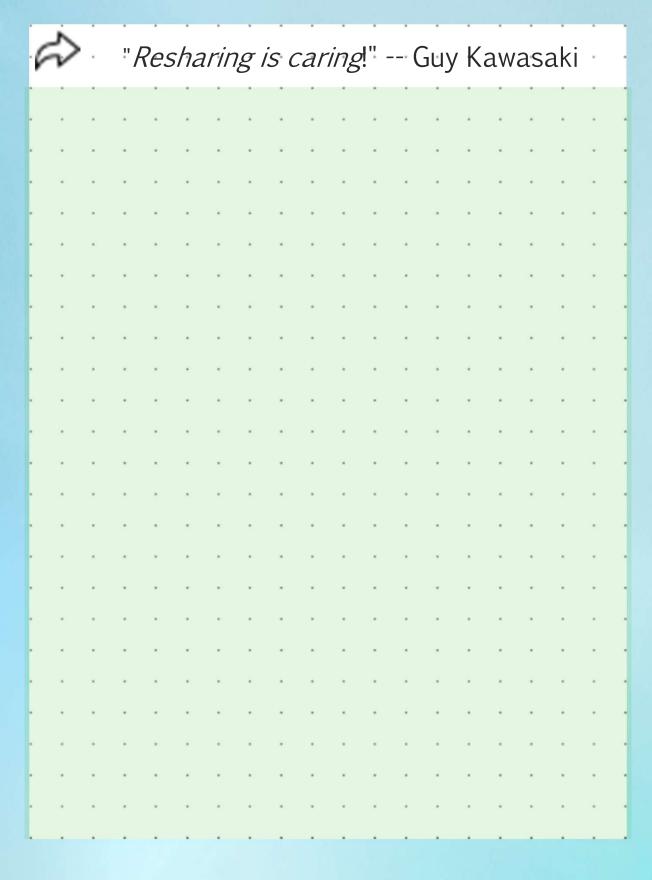
"The most important thing is to try and inspire people so that they can be great in whatever they want to do." -- Kobe Bryant



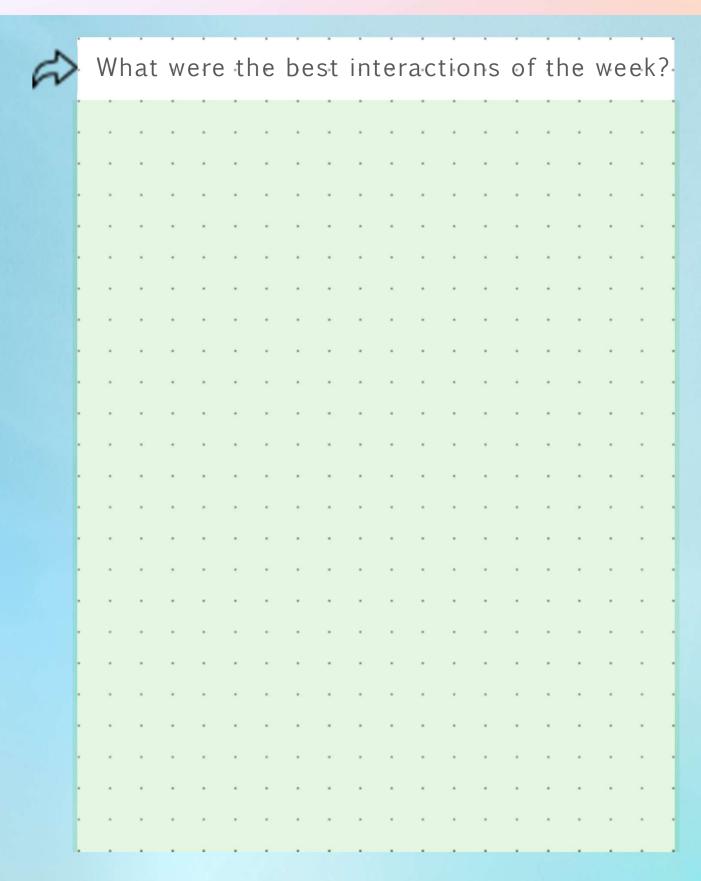
WEEK/MONTH/YEAR	Do a group post where you share several posts on the same topic and the other authors share you	



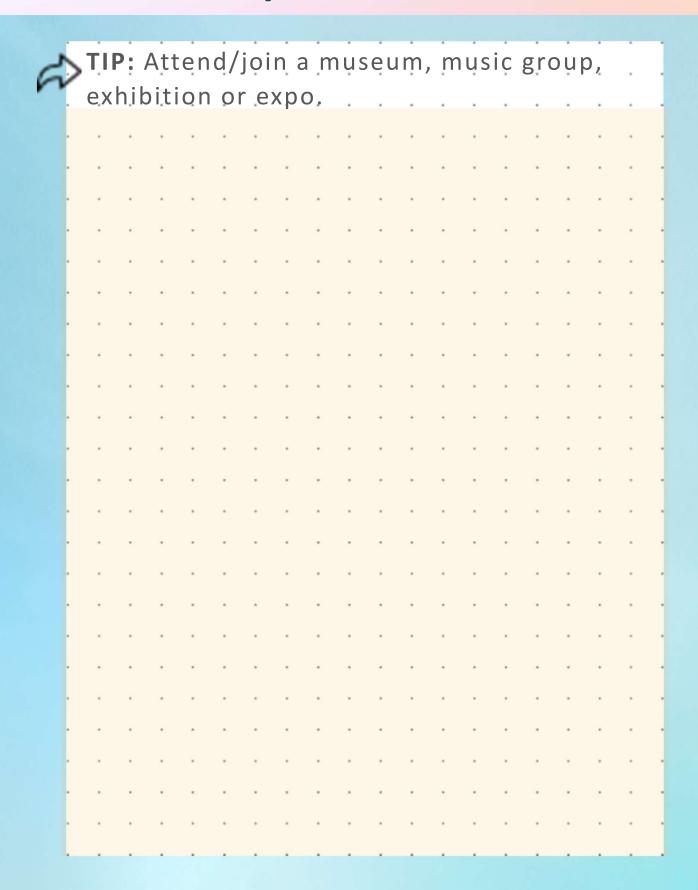
WEEK/MONTH/YEAR	Look at LI profiles in Highlights for
	'available for mentorship.'



Give Kudos on LinkedIn.



Monthly Notes



Quarterly Notes



TIP: Give without expectation. Don't keep score.

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End of Year Review

By now this should be a wonderful new habit that has brought you joy.					
By the numbers, count numbers of new friends, prospects & clients.					
What worked? Favorites? What methods will you use next year?					

2024

Calendar for Year 2024 (United States)

January	February	March
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Jan 1 N	lew Year's Day	May 12	Mother's Day	Nov 5	Election Day
Jan 15 M	Martin Luther King Jr. Day	May 27	Memorial Day	Nov 11	Veterans Day
Feb 14 V	'alentine's Day	Jun 14	Flag Day	Nov 28	Thanksgiving Day
Feb 19 P	residents' Day	Jun 16	Father's Day	Nov 29	Black Friday
Mar 17 S	t. Patrick's Day	Jun 19	Juneteenth	Dec 24	Christmas Eve
Mar 31 E	aster Sunday	Jul 4	Independence Day	Dec 25	Christmas Day
Apr 1 E	aster Monday	Sep 2	Labor Day	Dec 31	New Year's Eve
Apr 15 T	ax Day	Oct 14	Columbus Day		
May 5 C	cinco de Mayo	Oct 31	Halloween		

2025

Calendar for Year 2025 (United States)

January	February	March
Su Mo Tu We Th Fr Sa	Su Mo Tu We Th Fr Sa	Su Mo Tu We Th Fr Sa
1 2 3 4	1	1
5 6 7 8 9 10 11	2 3 4 5 6 7 8	2 3 4 5 6 7 8
12 13 14 15 16 17 18	9 10 11 12 13 14 15	9 10 11 12 13 14 15
19 20 21 22 23 24 25	16 17 18 19 20 21 22	16 17 18 19 20 21 22
26 27 28 29 30 31	23 24 25 26 27 28	23 24 25 26 27 28 29
		30 31
6:€ 13:○ 21:● 29:●	5:€ 12:○ 20:● 27:●	6:€ 14:O 22:€ 29:€
April	May	June
Su Mo Tu We Th Fr Sa	Su Mo Tu We Th Fr Sa	Su Mo Tu We Th Fr Sa
1 2 3 4 5	1 2 3	1 2 3 4 5 6 7
6 7 8 9 10 11 12	4 5 6 7 8 9 10	8 9 10 11 12 13 14
13 14 15 16 17 18 19	11 12 13 14 15 16 17	15 16 17 18 19 20 21
20 21 22 23 24 25 26	18 19 20 21 22 23 24	22 23 24 25 26 27 28
27 28 29 30	25 26 27 28 29 30 31	29 30
4:€ 12:O 20:€ 27:€	4:€ 12:O 20:€ 26:€	2: € 11:O 18: € 25: ●
July	August	September
Su Mo Tu We Th Fr Sa	Su Mo Tu We Th Fr Sa	Su Mo Tu We Th Fr Sa
1 2 3 4 5	1 2	1 2 3 4 5 6
6 7 8 9 10 11 12	3 4 5 6 7 8 9	7 8 9 10 11 12 13
13 14 15 16 17 18 19	10 11 12 13 14 15 16	14 15 16 17 18 19 20
20 21 22 23 24 25 26	17 18 19 20 21 22 23	21 22 23 24 25 26 27
27 28 29 30 31	24 25 26 27 28 29 30 31	28 29 30
2: € 10:O 17: € 24: ●	1:O 9:O 16:O 23:● 31:O	7:O 14:O 21:● 29:O
October	November	December
Su Mo Tu We Th Fr Sa	Su Mo Tu We Th Fr Sa	Su Mo Tu We Th Fr Sa
1 2 3 4	1	1 2 3 4 5 6
5 6 7 8 9 10 11	2 3 4 5 6 7 8	7 8 9 10 11 12 13
12 13 14 15 16 17 18	9 10 11 12 13 14 15 16 17 18 19 20 21 22	14 15 16 17 18 19 20
19 20 21 22 23 24 25		21 22 23 24 25 26 27
26 27 28 29 30 31	23 24 25 26 27 28 29 30	28 29 30 31
6:O 13:O 21:● 29:O	5:○ 12:① 20:● 28:①	4:O 11:O 19:● 27:O
	olidaya and Oheanyanaa	

Holidays and Observances:

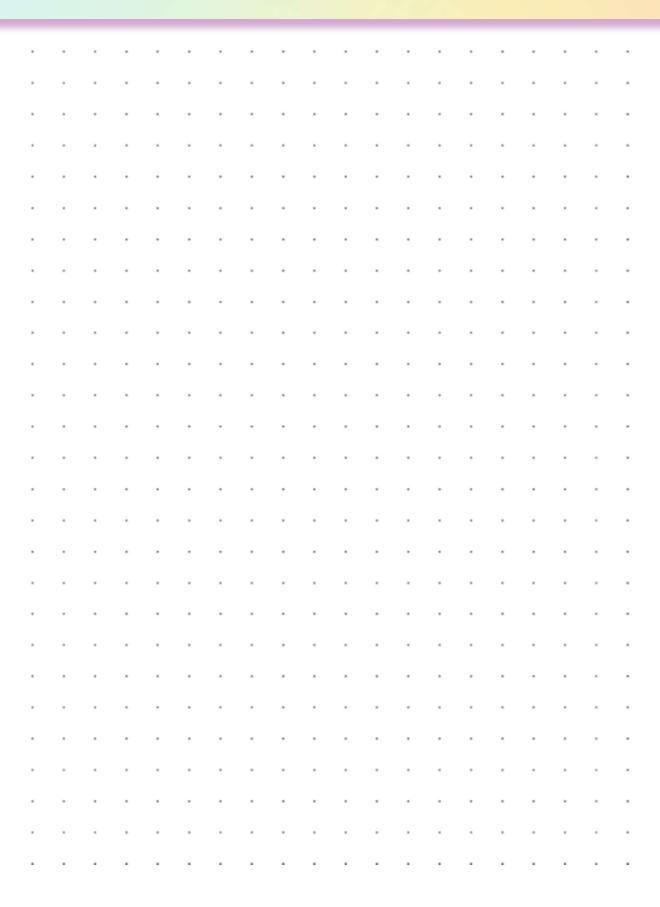
Jan 1	New Year's Day	May 5	Cinco de Mayo	Oct 31	Halloween
Jan 20	Martin Luther King Jr. Day	May 11	Mother's Day	Nov 4	Election Day
Jan 20	Inauguration Day (DC, MD*, VA*)	May 26	Memorial Day	Nov 11	Veterans Day
Feb 14	Valentine's Day	Jun 14	Flag Day	Nov 27	Thanksgiving Day
Feb 17	Presidents' Day	Jun 15	Father's Day	Nov 28	Black Friday
Mar 17	St. Patrick's Day	Jun 19	Juneteenth	Dec 24	Christmas Eve
Apr 15	Tax Day	Jul 4	Independence Day	Dec 25	Christmas Day
Apr 20	Easter Sunday	Sep 1	Labor Day	Dec 31	New Year's Eve
Apr 21	Easter Monday	Oct 13	Columbus Day		

Notes

To Do

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To Do



Reminders

I'd love to get your feedback.

Book: Get my best advice when you buy my book, Rockin' ROI: How to Bootstrap Ecommerce with Performance-based Marketing, (ebook version on Kindle, Apple, etc.).

Course: "How to Add Pay-for-Performance Affiliate Marketing to Your Mix"

Track Your Interactions & Success
Get your free worksheet to track results while using the "Meet Someone New Every Day" planner.

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