

# **The Strategic Art of Networking**

## **Marketing Your Practice With Group Skills**

**Carol Dallinga, LCSW, Vice-President**

**Howard Z. Lorber, LCSW, President**

***Practice Development Associates, LLC***

**10 September 2004**

# **DO I HAVE A BUSINESS... OR WHAT?**

**Coming to terms with  
the ‘practice as business blues’**

**Exercise:**

**What is networking?**

**Let's list what we think.**

# **Networking?!?**

## **What Is Networking?**

**And how am a supposed to  
integrate it into my marketing plan?**

**Doing the ‘business’ part of a profession requires you to make a name for yourself. That’s your “Personal Brand Identity”: your professional self In the marketplace.**

# **Developing and Presenting your Marketing Message.**

# Identifying What You Bring to Your Work

# Identifying your Professional Self



# Identifying your Professional Self 1

**Describe 3 key services you offer your clients. (Be Specific about your specialties, your focus, your style.)**

**What are the outcomes of your work in these service areas? (Give examples)**

**What benefits have clients derived from these outcomes?**

**Describe the relationships you form with clients. (be specific and give examples)**

## Identifying your Professional Self 2

**Describe 3 key aspects you love about your work. (be specific)**

**Describe how these three aspects express who you are. (be specific)**

**Describe 3 aspects you consider lacking in or as a downside to your work. (be specific)**

**How do these 3 aspects limit you? (be specific)**

**Where would you like to take your practice? (be specific)**

## Identifying your Professional Self 3

**What is your planning style? (be specific)**

**How does it express who you are? (be specific)**

# What I Offer as a Professional

## What I offer as a Professional

Identify up to 15 specific services you offer and the kinds of clients you help with these services. Give examples

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_
11. \_\_\_\_\_
12. \_\_\_\_\_
13. \_\_\_\_\_
14. \_\_\_\_\_
15. \_\_\_\_\_

# **What's an OM3 <sup>(SM)</sup> ?**

**(One Minute Marketing Message)**

**An OM3 is how you are going to express who you are, your “Personal Brand Identity,” quickly and succinctly in a reciprocal networking exchange.**

# **Crafting your OM3 (SM)**

**What kinds of things go into an OM3?**

- ✓ It must be clear, concise and understandable**
- ✓ It must give information the hearer wants**
- ✓ It must focus on benefits**
- ✓ It must be memorable**
- ✓ It must be built as a narrative, something that tells a kind of story**

# Personal Networking Assessment



Your Name: \_\_\_\_\_  
Your Email: \_\_\_\_\_

## Personal Networking Assessment

Please answer the questions below in regard to your networking approach.

1. What beliefs have most profoundly affected your way of thinking about marketing and networking?

---

---

2. My beliefs about marketing support me in developing my network.

True  False

3. If you could change one thing in your approach to marketing, what would you change?

---

---

4. It is not necessary to look at what is holding you back from success when developing an environment for my networking approach.

True  False

5. On a scale from 1-5 (with 5 being the strongest) how strong would you say your network is?

Less True - 1  2  3  4  5  - More True

6. What design tools (exercise, meditation, affirmations, bold colors in your living space, etc) do you use on a daily basis to keep you focused and authentic?

---

---

7. On a scale from 1-5, with 5 being the most desirable, how much would you say your environments are supporting you in living the life you most desire?

Less True - 1  2  3  4  5  - More True

**Practice Development Associates, LLC**  
Howard Z. Lorber, LCSW, President

# NETWORKING EXERCISE #2:

Take a few minutes to sketch out your OM3

Break into groups of 2

Each presents their OM3 to the other, being sure to limit the time to a minute or less

After both have presented their One Minute Marketing Message, each takes a few minutes for comment

After that the larger group will reconvene to discuss the exercise.

**Networking  
as a  
group forming experience.**

# Networking exercise # 3: HOW LARGE IS MY NETWORK?

Each of you should take one minute to write down the name of five professionals you know, two of whom must come from different fields.

Break into groups of 5.

Compare your lists.

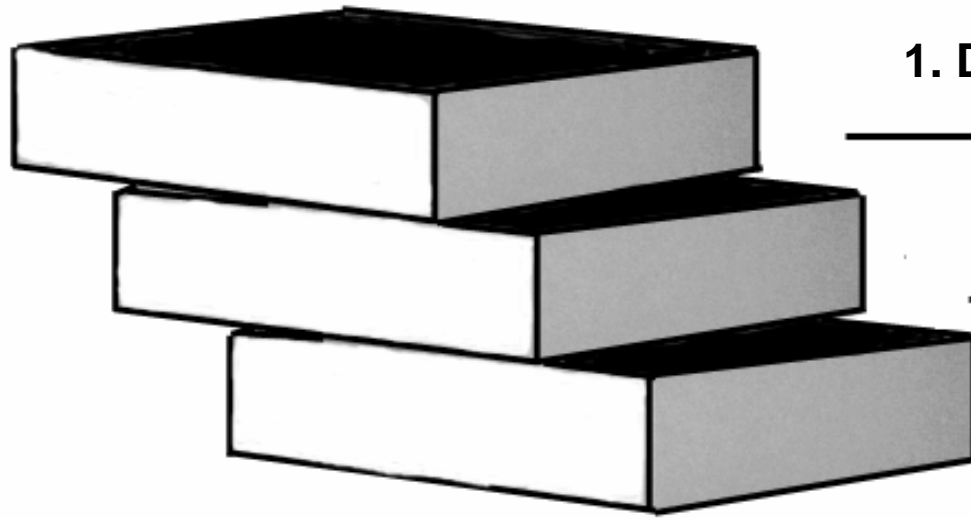
How many names appear more than one time? More than two times?

Come together as the full group. Compare compiled lists. How many names appear more than one time? More than two times?

What's the largest number of appearances?

Discussion of the exercise.

# Requirements for Professional Network Building



**1. Develop your Reference Group**

---

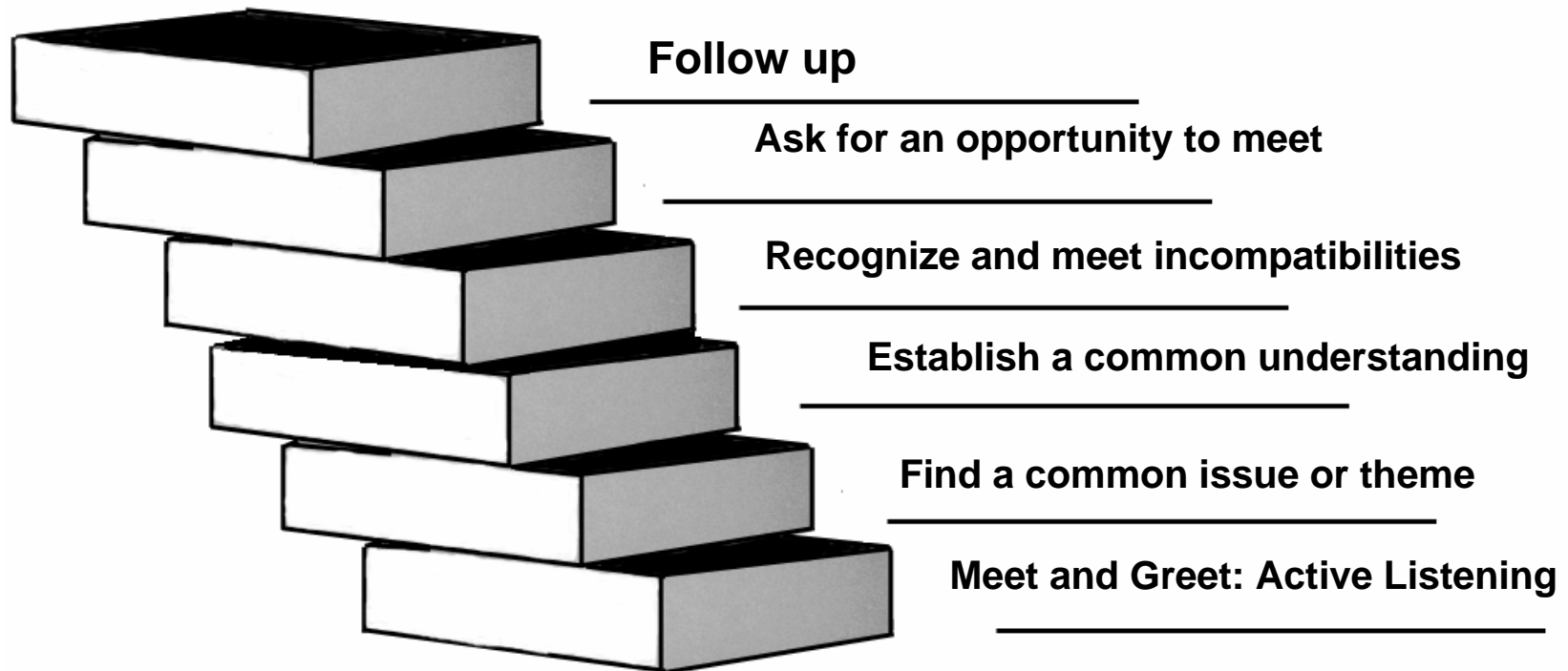
**2. Give Value and Knowledge**

---

**3. Always Reciprocate**

---

# Steps in the networking process



**What's the desired outcome?**

**Well, one of the desired outcomes is to be able to have people with whom one can relate easily and preferably not just in one's own field but a community. In this way networking is, in fact, group formation.**

**And, of course, another important and desired outcome is to receive referrals. Referrals, however, are not the stuff that's transacted in a network. Rather, referrals are a kind of gift each gives the other as a mark or indication of respect and care and concern among the members of the network.**



**Networking truly is a group forming process. Which makes marketing an expression of your group working skills.**