



## RELATIONSHIP WORKSHEET

### **BUILDING RELATIONSHIPS AT EVENTS**

#### **1. PLANNING**

- Have a goal/purpose.
- Do your research. Research the attendees that fit your goal before the event. Find the individuals you're hoping to meet (and impress).
- Dress to impress.
- Bring business cards.

#### **2. AT THE EVENT**

- Have questions ready for every session you attend for the open Q&A at the end.
- Don't spread yourself too thin. Don't work the room. Focus on quality vs. quantity.
- Don't be afraid to join in the conversation.
- Treat people like friends.
- Consider their network – can you help each other make connections? Be a connector.
- How can you help them?
- Be yourself.
- Have conversations.
- Make an effective introduction  
“I am \_(name)\_, I help \_(niche)\_ do \_(attribute/skill)\_ so that \_(benefit)\_.”
- Listen first, then speak.
- Ask a lot of questions.



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- “Who are you?”
- “What do you podcast about?”
- “How did you get into that?”
- “If someone wanted to get into that niche, where would they begin?”
- “I've enjoyed our conversation. How can we stay in touch?”
- Swap business cards to stay in touch. Be sure you don't use your business cards as spam by giving a card to every person you meet. Give them with a purpose.
- Discuss commonalities.
- Be specific.
- Get to the point.
- Don't be a product-pusher. Seek to help.
- Take notes about each meeting. Write on their business card.
- Be friendly
  - Smile
  - Open posture
  - Great handshake
  - Show sincerity and interest
  - Focus on how people feel when they're with you
  - Do not, under any circumstances, ditch a conversation partner for someone more "important." Give your full attention.

### **3. FOLLOW UP**

- Follow up is critical.
- Reach out to them on the trip home.
- Have a purpose to reach out.
- Focus on helping them. This is not a time to sell.



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- Use this sample script:

“I enjoyed our conversation at \_\_\_\_\_. Your story about \_\_\_\_\_ was fascinating/intriguing/hilarious. Would you be willing to discuss \_\_\_\_\_/be on my podcast to promote your \_\_\_\_\_/tell me more about \_\_\_\_\_.”

To order the full [PODCAST TALENT COACH WORKBOOK](#) containing additional worksheets with full explanations, or to request a detailed critique of your show, visit [www.PodcastTalentCoach.com](http://www.PodcastTalentCoach.com).