



Let's Get Visible

Making Networking
Work for You

hello!



I'm
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Let's Get Visible

Go Places

Yes, you might need a wingman

Consistency

and

Credibility

The 90's called and they want their Glamour Shot back.

Your Network

Like attracts like.

Keep your standards high.



Let's Get Visible!

Go Places!

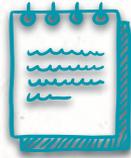
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A networking story



prepare

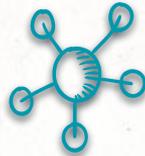
plan



wingman



connect



follow up



Finding your people and following up

- ▶ Dream 100
- ▶ Connect on LinkedIn
- ▶ Engage on social media
- ▶ Email personal note
- ▶ Handwritten note





Let's Get Visible!

Consistency and Credibility

Consistency: where will you show up?

- ▶ Conferences, seminars, meetups
- ▶ Podcasts, webinars, interviews
- ▶ Guest blogging
- ▶ Earned media
- ▶ Livestream video
- ▶ Volunteer



“

A superpower story

What's your Superpower?

theme song
or
I Am
statements

jumping jacks
or
favorite jewelry

meditation
or
mantra

Credibility: how will they know it's you?



Let's Get Visible!

Cultivating your Network



mastermind.tribe.clique



77% of high achieving women have strong ties to an inner circle of two to three women

leadership



leadership



```
graph LR; A[volunteer] --> B[Pay it forward]; B --> C[give kudos]
```

volunteer

Pay it forward

give kudos

leadership

```
graph LR; A[send gifts] --> B[write notes]; B --> C[sponsor events];
```

send gifts

write notes

sponsor events

“

A Leadership Story

Bob Berg, The Go-Giver

“The most valuable gift you have to offer is yourself...talk with people, ask them questions, learn all about them, find ways you can help them, serve them, fill a need, share a resource...people will do business with and refer business to people they know, like and trust.”



The background features a series of horizontal brushstrokes in various shades of teal and blue, creating a textured, artistic effect. The strokes are layered, with some appearing more saturated than others, and they have soft, feathered edges. The overall color palette is cool and aquatic.

A Facebook Visibility Challenge

A 6-day Facebook Visibility Challenge



Day 1

Audit your FB profile:

- ▶ Profile, cover and featured photos
- ▶ Short bio
- ▶ Your public posts



Day 2

Promote your Network!

- ▶ Take photos with someone you esteem highly and post on your profile AND page
- ▶ Secure a highly visible podcast or masterclass
- ▶ Tell a story about (and tag) someone who's had a positive impact on your work or life



Day 3

Stack your Wins

Examples:

- ▶ how I got x leads in x days
- ▶ how I helped my client 2x their revenue
- ▶ how x strategy can explode your business
- ▶ post it on your personal profile

A 6-day Facebook Visibility Challenge



Day 4

Reach out to 5 people on your Dream 100 list

- ▶ Share how you can bring value to them
- ▶ Tell them how they've impacted you
- ▶ Make an introduction for them



Day 5

Join active Facebook Groups

- ▶ Search for questions you can answer as an expert. Answer as many of them as you can.
- ▶ Friend request the people who ask the questions. Get to know them.



Day 6

Seize opportunities

Examples:

- ▶ Hop on podcasts
- ▶ Agree to write guest blog posts and articles
- ▶ Give masterclasses
- ▶ Go live!

Thanks!



**any
questions
?**

You can find me melaniediehl.com