

Empathic Networking

Go where your people are, connect with them, and offer free consultations.

What is empathic networking?

Empathic networking is meeting ideal clients, having conversations with them that are connecting, and offering them a free consultation. It also includes conversations that lead to referrals.

Do you suggest I follow this script exactly?

You don't have to follow this script exactly. What is most important is that you understand the importance of and include all of the 5 components.

Things to add to networking conversations whenever they fit.

- Acknowledge things you admire or appreciate about the person.
- Share client success stories that are similar to their situation.
- Hold space for painful shares. You can say something like, "That sounds really tough." and then remain silent until they respond.

How is Empathic Networking different than free consultations?

Empathic networking is more casual and conversational than consultations. You also only proceed to the next component if it feels right. You might meet someone more than once before offering them a consultation.

I'm an introvert, I don't like networking. What do I do?

Being introvert can a huge asset in your private work. When it comes to networking is can also have benefits. Many introverts are great at listening and empathy, which are hugely valuable when it comes to networking.

This doesn't mean that networking isn't challenging for introverts. Here are some things that help:

- Focus on quality instead of quantity. Instead of trying to connect with everyone choose just a few people, go deep with them, and call it good.
- Choose your networking opportunities that you feel good in.
- Take time for self care before and afterwards.
- Get support from a friends, family, and/or your coach.
- Believe in yourself. If you have been telling yourself your whole life that aren't good at networking than you can let that belief go. This belief is self reinforcing and untrue. You can get good at and even enjoy networking with practice and experience.
- Seize the opportunity to develop a new side of yourself. It gets easier.

6 Components of Empathic Networking

1. Connect

“Hi! I’m _____, What is your name?”

What bring you here? What do you do?

2. Share about yourself

Share your “What do you do” statement?

Share a short story about why you do what you do.

3. Empathy

(Question to support them in opening up)

If you know anyone who has struggled with this problem, you know how challenging it can be.

4. Support

If I could help you with this, would you be interested?

Share a client success story.

5. Offer a consultation

I usually charge _____ but I’d like to start by offering you a free consultation/session.

Pull out calendar and schedule it.

6. Address concerns