Networking from your Couch

Want to develop a powerful network, but can't or don't want to leave the house? Follow the steps in this quick template to get started.

STEP 1 - Start with the industry, job title, topic, or subject that you want to develop a network around. For example:

"Anatomy Professor"	"Sales Manager"
"Real Estate Agent"	"Nonprofit Organizer"
"Nurse Practitioner"	"Town Council Member"
"Personal Trainer"	"Travel Blogger"
"Taco Truck Owner"	"IT Project Manager"

While the first column may be specific enough to find useful results from your preliminary search, the items in the second column will need to be more specific.

"Sales Manager" is a broad search term that will yield lots of results that can lead you in too many directions.

Try to get more specific by industry or location. Who exactly are you looking for? Maybe you are looking for a "Durable Medical Equipment Sales Manager". Or a "Scandinavian Travel Blogger."

Once you have the subject or topic you plan to search, you want to begin to create a document with the following sections:

Blogs; Forums; YouTube; Podcasts; Twitter; LinkedIn; Facebook; Quora; Events; Conferences; Associations; Publications; Organizations

STEP 2 - Search your subject with the above section headings on google. For example, type in the following:

"Durable Medical Equipment Sales Manager" and "Blog"

"Durable Medical Equipment Sales Manager" and "Forum"

"Durable Medical Equipment Sales Manager" and "podcast"

"Durable Medical Equipment Sales Manager" and "Twitter"

You will notice that I made the section headings singular in my searches ("Blog" instead of "Blogs"). That's because when someone has a blog about a subject, they refer to it as their "blog"…not their "blogs".

STEP 3 - As you find sites, copy the URL link to your document. This should give you lists of sites relevant to your search topic.

STEP 4 - Network. This involves creative research, outreach, and engagement. For more details about this step, you can check out this document I created for Embedded System Engineers:

https://www.slowkaizen.com/needjob/

Just follow along and replace "Embedded System Engineer" with your own topic.