

Ivan Misner's Networking Self-Analysis Form

from The 29% Solution

For each answer, respond with 1 to 5 (1 = not at all; 5 = all the time).

- _____ 1. I have written long-term networking goals.
- _____ 2. I block out time in my weekly schedule for regular networking activities.
- _____ 3. I can profile my preferred client as well as a TV profiler.
- _____ 4. I have a strong team of referral partners.
- _____ 5. I live by the "Givers Gain" philosophy (I give business to others before I expect them to give business to me).
- _____ 6. I have an organized contact management system that I use effectively.
- _____ 7. I know the top ten traits of a master networker.
- _____ 8. I have a very diverse personal network (people from differing professions, ethnicity, age, education, gender, etc.).
- _____ 9. I know who can get me to my target market.
- _____ 10. I keep in contact with people from organizations I used to belong to.
- _____ 11. I make sure that my brother/sister/parent/family member can accurately explain what I do for a living.
- _____ 12. I attend at least two networking function or activities per week.
- _____ 13. I belong to a Web-based networking group.
- _____ 14. I am someone whom people seek out when they need help.
- _____ 15. I bring personal value to my relationships
- _____ 16. I typically am the one who puts the wheels in motion in a networking relationship.
- _____ 17. I have a networking accountability partner.
- _____ 18. I am an active volunteer for something meaningful to my life.
- _____ 19. I send thank-you cards regularly.
- _____ 20. I consistently follow up on referrals within twenty-four hours.
- _____ 21. I have found myself networking in the grocery store or elevator.
- _____ 22. I capitalize on my hobbies to meet people.
- _____ 23. I make the focus of my lunchtime meetings how I can help the other person.
- _____ 24. I am good at making a connection when I meet someone new.
- _____ 25. I am an active member of a referral networking group.
- _____ 26. I am an active member of a chamber of commerce.
- _____ 27. I sponsor at least on event per year for a referral partner.
- _____ 28. I host an event for the people in my network several times a year.
- _____ 29. I am skilled at asking the right question of a networking contact.
- _____ 30. I have created my message to about the customer benefits of my product or service rather than it features.
- _____ 31. I can consistently describe my target market without saying "anybody."
- _____ 32. I make sure that people hear the passion in my voice when I talk about my business.
- _____ 33. I make a good first impression with my business card.
- _____ 34. I provide information that is valuable to my audience whenever I give a presentation.

- _____ 35. I send a newsletter to my business's clients.
- _____ 36. I regularly put out press releases for my business.
- _____ 37. I have written articles for publication.
- _____ 38. I make getting client testimonials a part of my sales process.
- _____ 39. I have provided my referral partners with success stories about my business.
- _____ 40. I have prepared a written introduction for each time I am presented to a group.
- _____ 41. I am comfortable sharing my accomplishments.
- _____ 42. I make a practice of asking for feedback from clients.
- _____ 43. I start new networking relationships by acting like a host at networking events.
- _____ 44. I have asked my vendors for referrals.
- _____ 45. I provide support to my target market beyond my services.
- _____ 46. I ask for referrals every day.
- _____ 47. I look for referrals for others every day,
- _____ 48. I am comfortable speaking in public.
- _____ 49. I surround myself with others who can help my clients.
- _____ 50. I mentor others in the art, science and philosophy of networking.
- _____ 51. I have an advisory board for my business.
- _____ 52. I enjoy learning more about how to network effectively.

Total score: _____

Scoring:

- 260 Master Networker
- 234-259 Outstanding (90th percentile)
- 208-233 Very Good (80th percentile)
- 182-207 Good (70th percentile)
- 156-181 Fair (60th percentile)
- 130-155 Weak (50th percentile)
- 0-129 Help! (40th percentile)