



# **Alisa Cohn**

## **Networking Masterclass:**

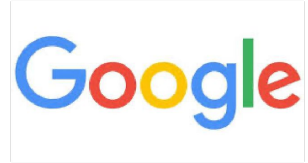
A deep dive into networking to get more clients now  
and in the future

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# Who am I?



## Clients



## Writer for



# Something I hear every day

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# It doesn't have to be this way

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# Success stories

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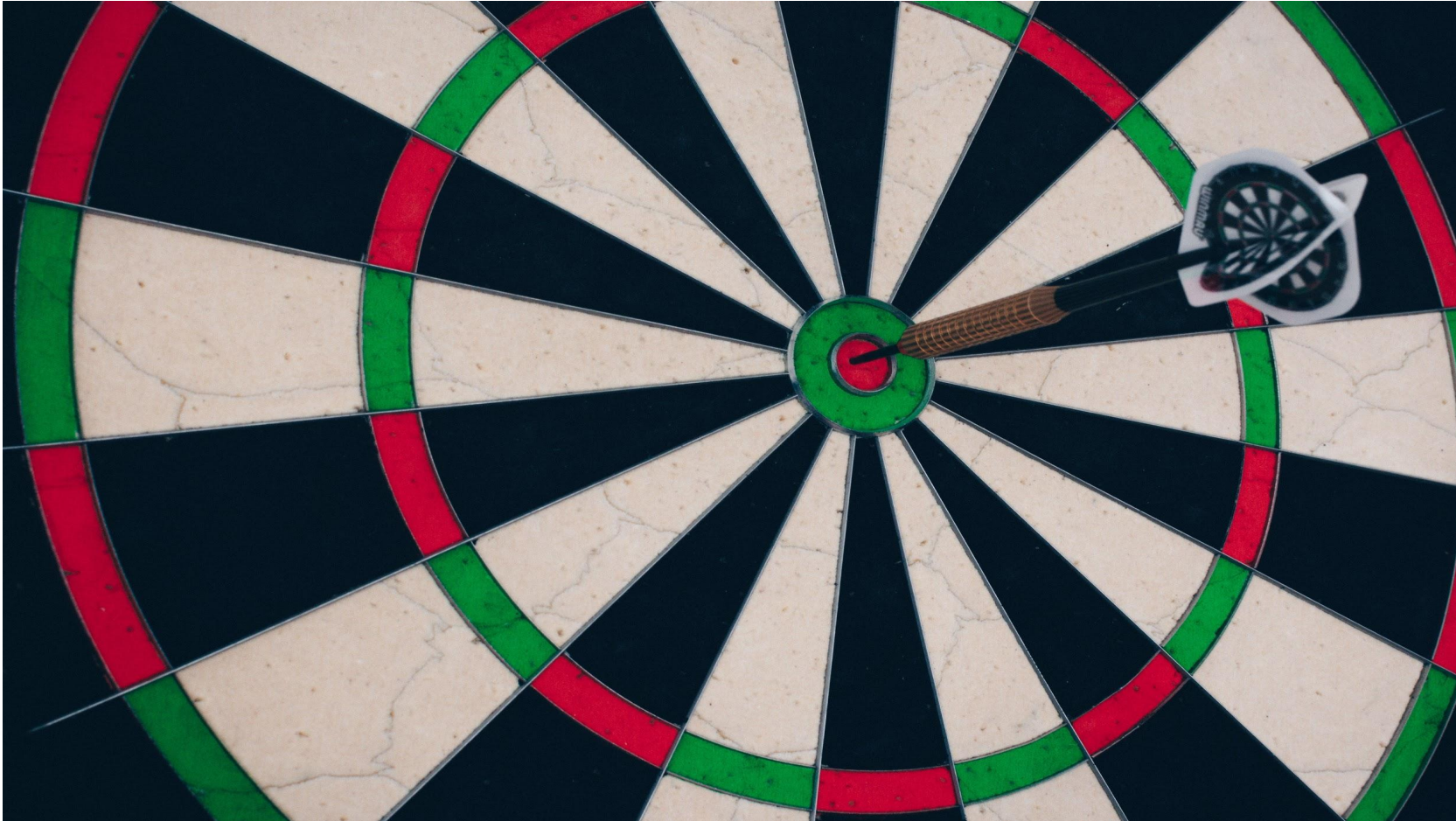


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# Have a goal in mind

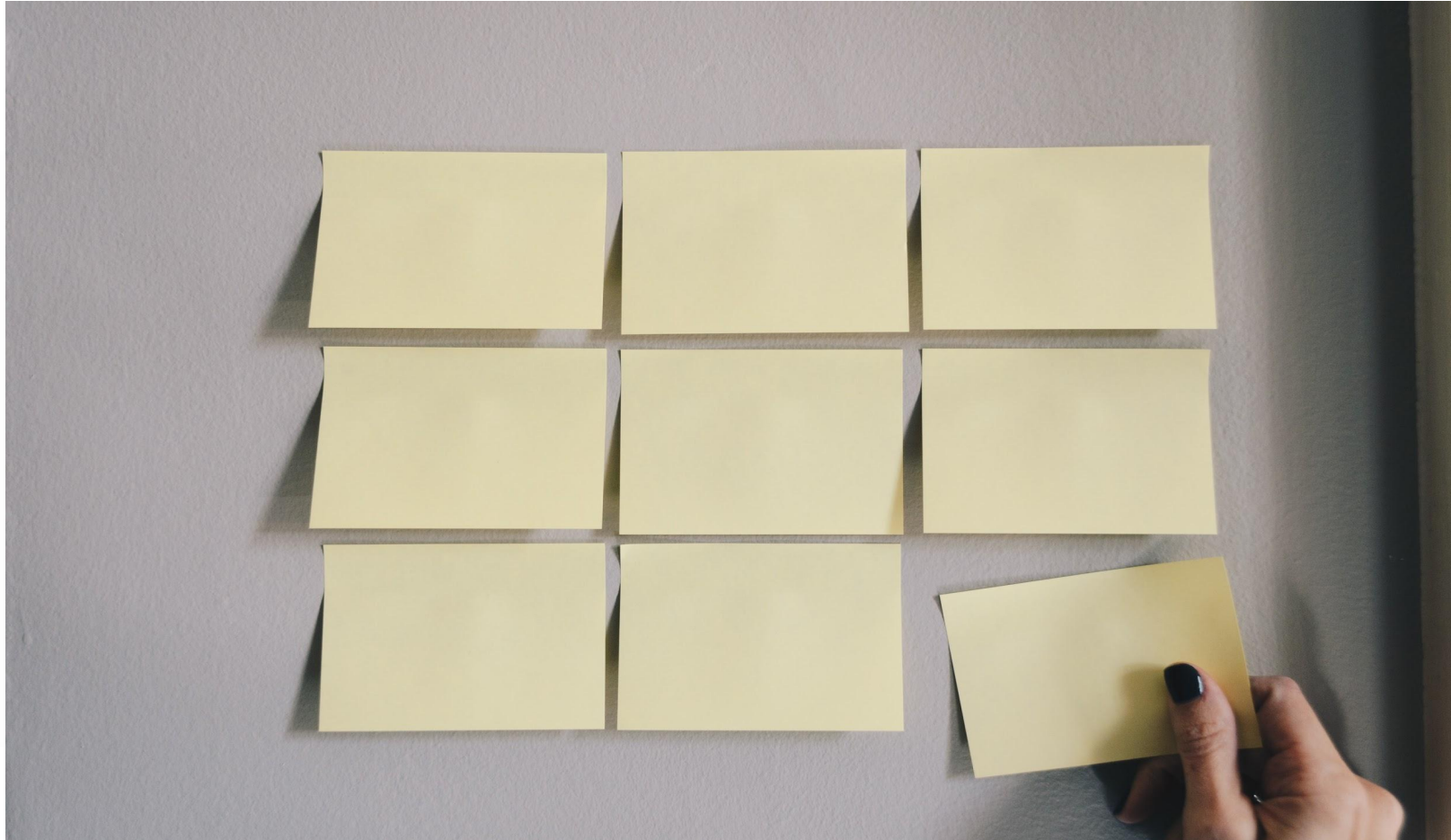
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# Make some lists

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# 7 specific strategies

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- 1) Bring fresh eyes to your contacts
- 2) Reconnect with dormant ties
- 3) Create a personal advisory board
- 4) Upgrade your online presence
- 5) Start a newsletter
- 6) Host events - in person or online
- 7) Make it a system



# 1) Bring fresh eyes

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## 2) Reconnect with dormant ties

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# Structure - email 1

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- 1) Greeting
- 2) Context
- 3) News - personal and/or professional
- 4) Desire to get back in touch

Send. Don't overthink it.



# Structure - email 2

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- 1) Enthusiasm!
- 2) Respond to news
- 3) Your coaching business
  - a) I started a coaching practice! I'm working with "Ideal client here."
  - b) I'm expanding my coaching practice to include "Ideal client here."
- 4) Something of value - news, article, etc

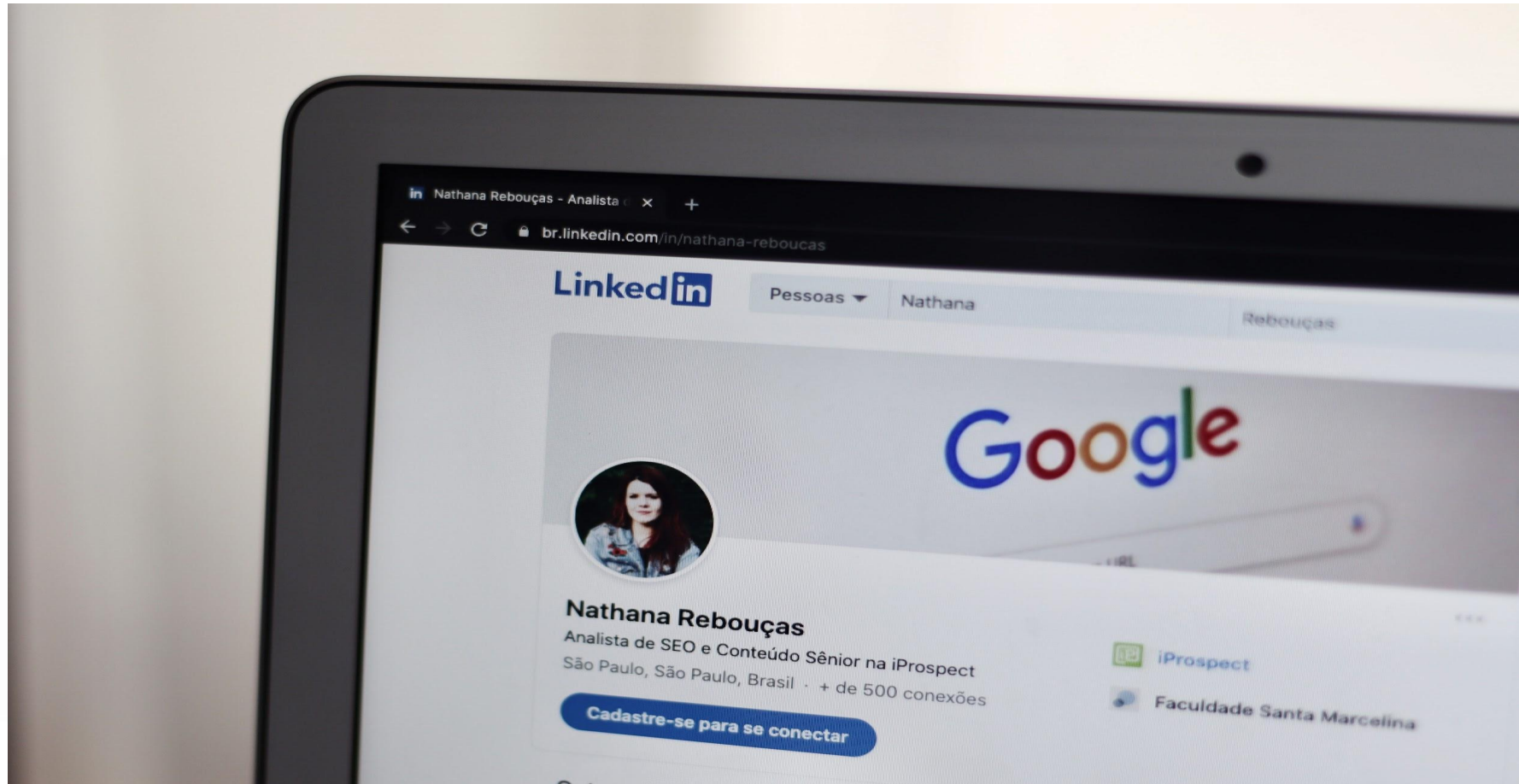
# 3) Create a personal advisory board

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## 4) Upgrade your online presence



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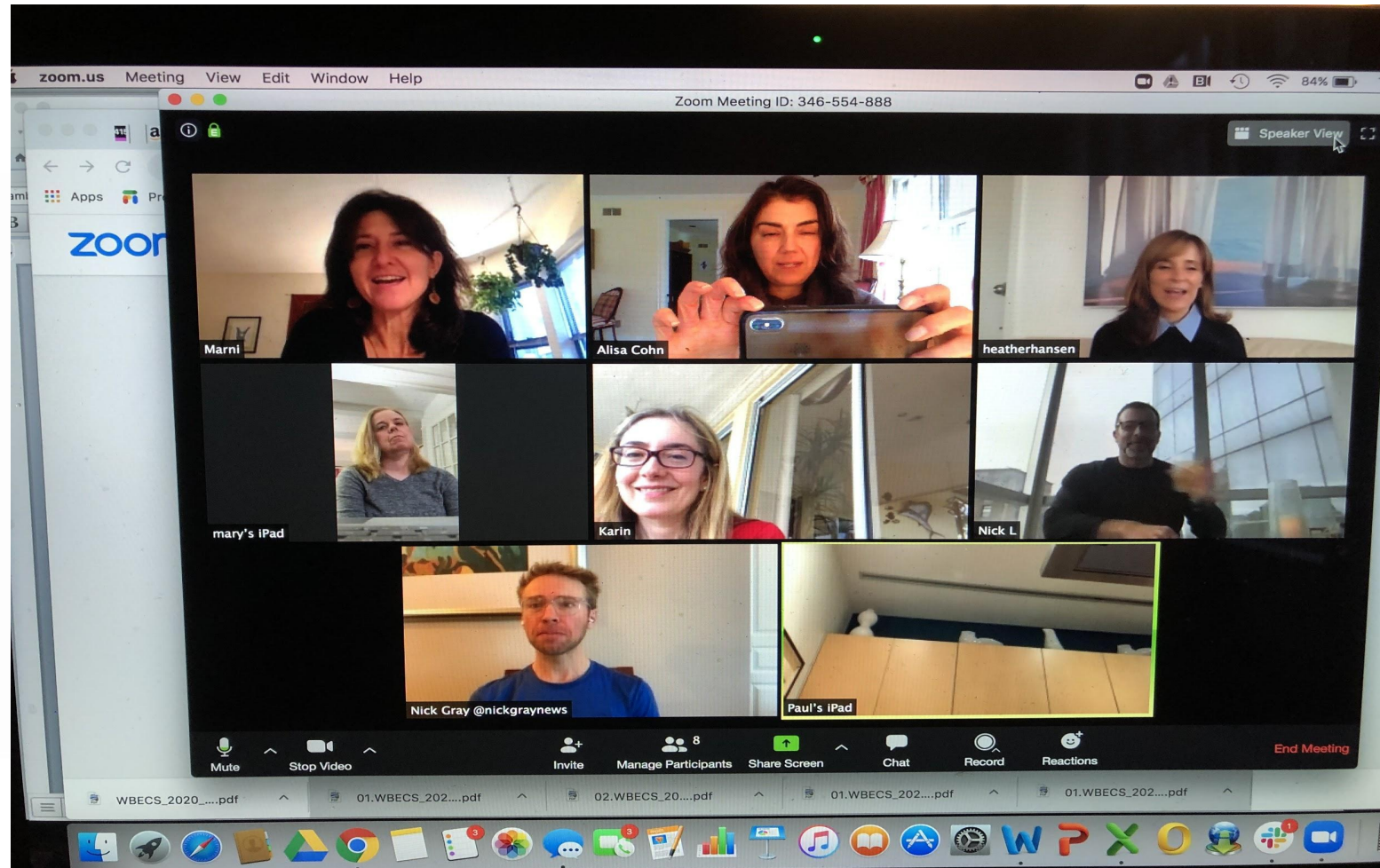
## 5) Start a newsletter

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## 6) Host events virtually or in person



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## 7) Make it a system





# Concerns

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## Common problems

1. But I'm shy!
2. But what will we talk about?
3. But they are not my ideal client
4. But they're too busy to talk to me
5. But but but but....

# Build mental strength



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# My self-talk

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“I will persist until I succeed. Every day will I take another step. In truth, one step at a time is not too difficult.”

- Og Mandino, author of *The Greatest Salesman in the World*



# Action is everything

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**What step will you take today?**

# Thank you!

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**Let me know what you took away!**

**Alisa@AlisaCohn.com**