# Nurturing Professional Network

This playbook describes the best practices involved in maintaining and growing your professional network. It includes the steps for regular check-ins, value-added communication, and other networking strategies.

### Step 1: Assessment

Assess your current professional network, categorizing contacts based on industry, relationship strength, and potential for mutual growth.

### Step 2: Goal Setting

Set clear networking goals based on your career objectives, desired outcomes, and the nature of each relationship within your network.

### Step 3: Regular Check-ins

Schedule and conduct regular check-ins with your network contacts through emails, calls, or meetings, ensuring you are present and engaged in your relationships.

### Step 4: Add Value

Communicate with intention by sharing resources, introducing contacts to one another, or offering your expertise, thus providing value during interactions.

### Step 5: Feedback

Solicit and provide feedback where appropriate to foster trust and growth in your professional relationships.

### Step 6: Networking Events

Attend and participate in relevant networking events, workshops, and conferences to meet new contacts and stay visible in your industry.

### Step 7: Social Media

Leverage social media platforms to share insights, celebrate achievements, and engage with your network's content.

### Step 8: Stay Current

Keep yourself updated with industry trends, news, and developments to have meaningful and informed conversations with your contacts.

### Step 9: Record Keeping

Maintain an organized system to keep track of your contacts, notes from interactions, and scheduled follow-ups.

### Step 10: Reflect and Adapt

Periodically reflect on your networking strategy's effectiveness, and be prepared to adapt your approach based on your evolving career goals and market trends.

## General Notes

### Consistency

The key to nurturing a professional network is consistency in communication and follow-ups.

### Personalization

Customizing your communication to each contact’s interests and professional goals can lead to richer, more engaging interactions.

### Reciprocation

Networking is a two-way street; always look for ways to reciprocate the value received from your contacts.