



# 10 STEPS TO *Network Like a RockStar*

FIND YOUR STYLE AND BUILD YOUR FAN CLUB

*by Cathy Paper, M.A.*



**NETWORKING  
PERFORMANCE  
CENTER**

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Understand Your Networking Type



Lifegraph™



Four Corners of Relationship Building



Start a Conversation



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Networking Types / Practicing On and Off the Screen



Assessing Brand Presence



91-Day RockStar Tour Plan™



About the Author and RockPaperStar



# WHAT'S YOUR BIG PICTURE GOAL?

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Be clear about what you really want. What does success look like?

Defining success will help guide your efforts, your resources and ensure you reach your desired results. Are you being realistic? What are you afraid of happening?

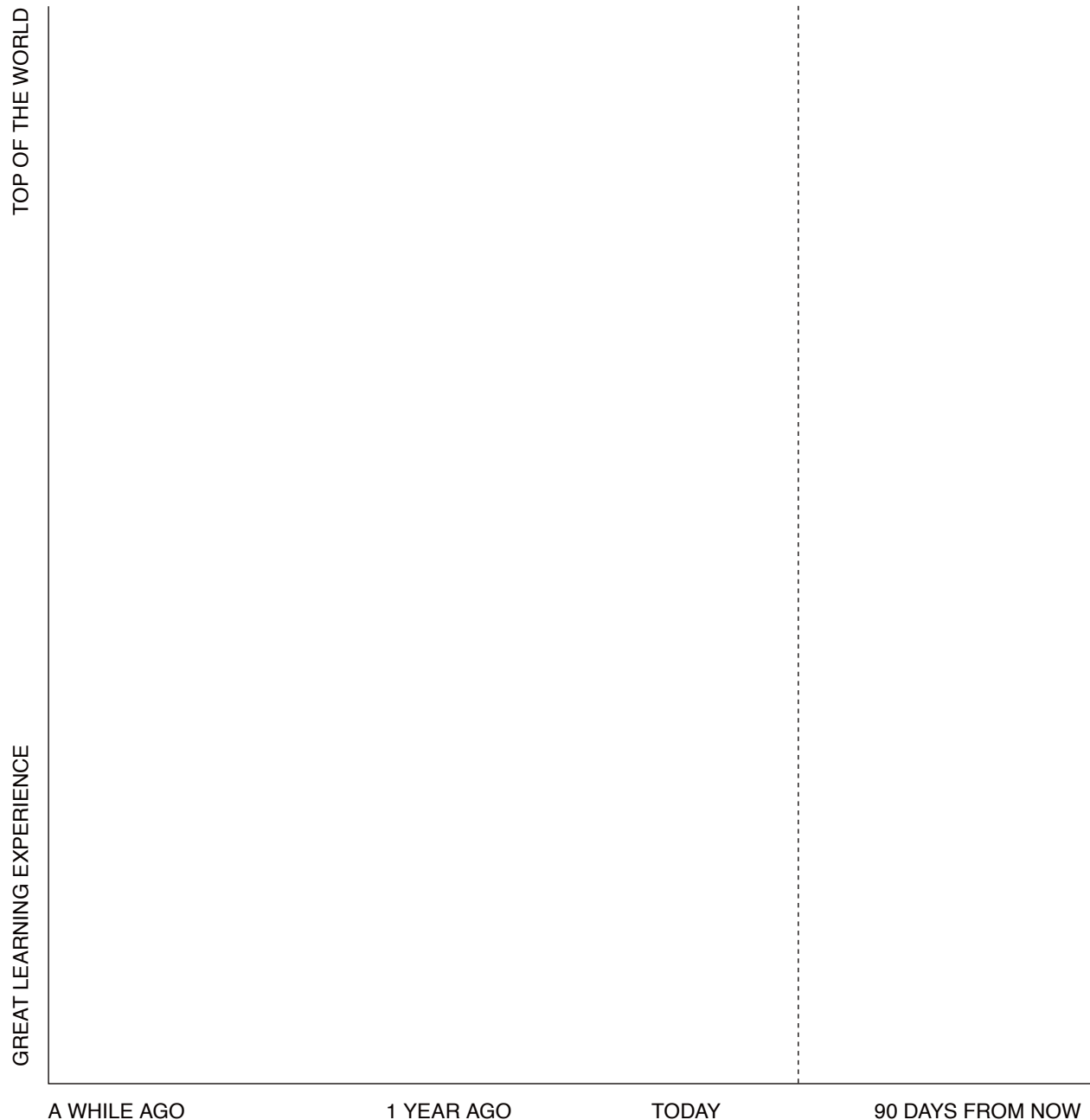
*Novice • Scaredy Cat • Just Rusty  
Wallflower • Slow and Steady  
Exchanger • Extreme Connector*

What are your biggest fears? What actions can you take to bust through them?



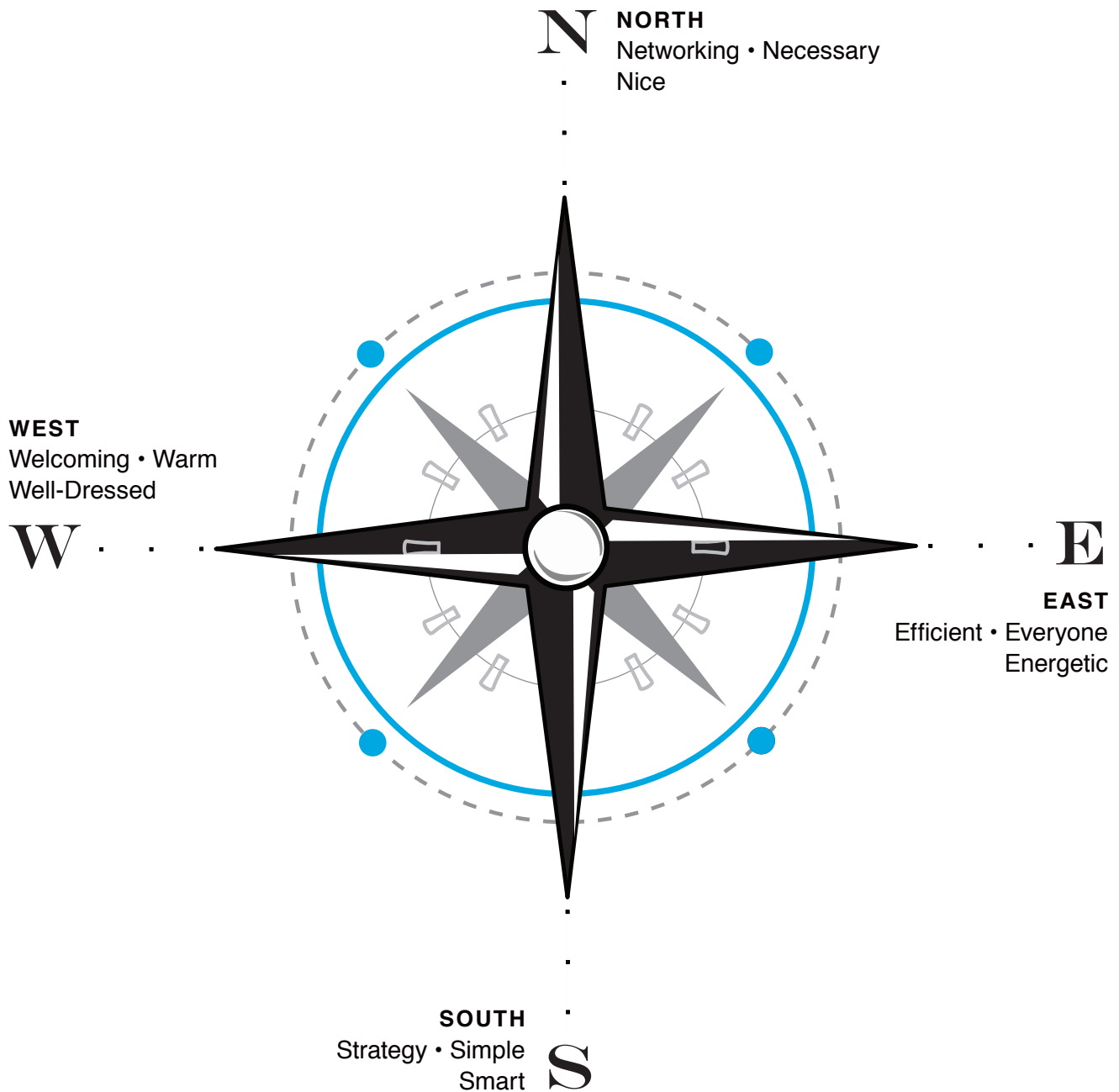
## LIFEGRAPH™

Taking stock of your past provides revealing insights to the future you want to create. Learn what you want to repeat and what you want to avoid. What qualities did you use along the way?



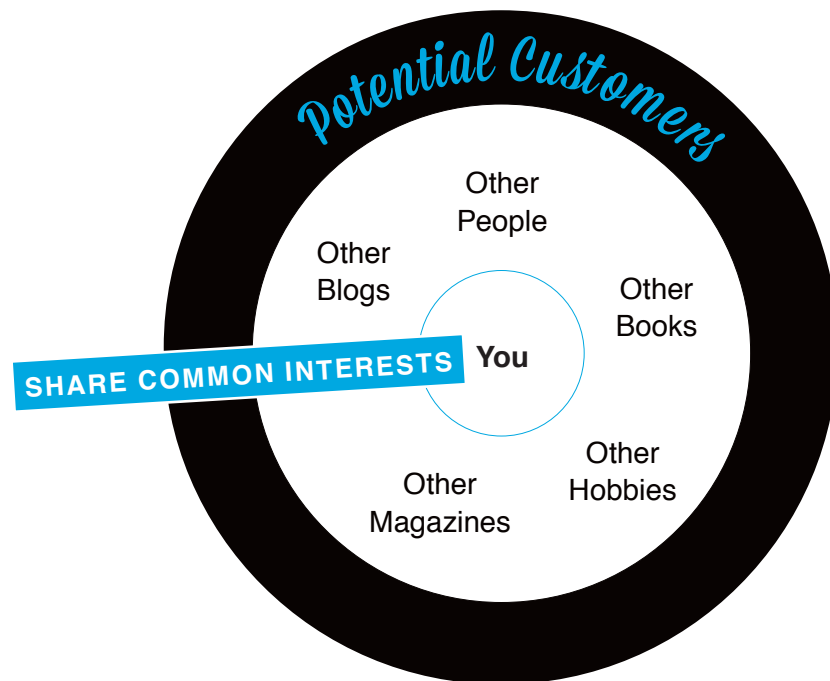
- Graph your life chronologically.
- Note highs and lows — what you learned, what was energizing, what was repeatable, how you felt, what you think about it.
- Add the specific skills you used and the people who were influential along the way.

*"If the career you have chosen has some unexpected inconvenience, console yourself by reflecting that no career is without them."* —Jane Fonda



## *Talk to other people.*

Become a connection point as you share your point of view and your learnings. Become an influencer to build relationships. This is the way to build buzz.



### ACTION

What do you read? Who do you talk to? What are you interested in? Get curious and get in a conversation.

## RELATIONSHIP MAP™

Strong relationships are key to your achieving your goals. People do business with people they like and respect. Identifying and evaluating your relationships starts the conversation. Rank what you think you have and then make sure it's true. Please, give more than you take. Everyone wins!

NAME	TYPE OF RELATIONSHIP (acquaintance, friend, co-worker, customer, family, vendor, teacher)	CURRENT RELATIONSHIP STRENGTH (weak) 1 – 5 (strong)	DESIRED RELATIONSHIP STRENGTH (weak) 1 – 5 (strong)	ONE ACTION TO RECONNECT OR IMPROVE THE RELATIONSHIP

*"It seems essential, in relationships and all tasks, that we concentrate only on what is most significant and important."* — Soren Kierkegaard





## ADD IT UP: MEASURE YOUR NETWORK AND VALUE YOUR TOP 25

*Relationship + Strength = Network Strength*

\_\_\_\_\_ = TOTAL TYPES OF RELATIONSHIPS

\_\_\_\_\_ = TOTAL STRENGTH OF RELATIONSHIPS

Your Network Strength

### WHAT IT MEANS

0 – 10	Just Getting Started
10 – 25	Marking Progress, Keep Investing
25 – 40	Rock Star
40 and beyond	You've got moves like Jagger!

### ACTION

Who can you connect with to get stronger?

Get coaching. Get mentors. Get going. Surround yourself with people who have accomplished, achieved, or reached to a level you'd like to attain. Be gracious. Be honored. Be schooled. Be better.

NAME	WHAT IS ATTRACTIVE?	WHAT DO I WANT TO LEARN?	ONE ACTION TO BUILD THE RELATIONSHIP

*"If things seem under control, you are just not going fast enough"*

—Mario Andretti



## NETWORKING CONTACTS

Practicing on and off the screen.

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Make a list of actions you take to keep in touch with your network.

Now review the list and how often do you do these things? What triggers it?

What actions can you start taking or keep doing in the next week, month and year?

## *Consistency is a powerful marketing advantage.*

Ensure your brand is well represented in key areas. If you don't like Twitter, then don't tweet. Improve what you can maintain.

RANK EACH CATEGORY FROM 1 TO 10.

\_\_\_ 1. **OVERALL WEBSITE**

- ☐ Look
- ☐ Headers, Contact Info

\_\_\_ 2. **ARES OF EXPERTISE**

- ☐ Topics
- ☐ Video, Endorsements, Case Studies (Company and Quotes)

\_\_\_ 3. **MEDIA / PR / BLOG**

- ☐ Bio, Endorsements
- ☐ Easy to Use and Share

\_\_\_ 4. **COMPETITION**

- ☐ Niche
- ☐ Other Experts

\_\_\_ 5. **LINKEDIN**

- ☐ Title
- ☐ Video, Slideshare
- ☐ Recommendations
- ☐ Groups

\_\_\_ 6. **SALES & RELATIONSHIPS**

- ☐ Top 25 Key People
- ☐ Associations
- ☐ Sales Process
- ☐ Referral Partners

\_\_\_ 7. **EMAIL LIST**

- ☐ Well branded, Memorable Content, Consistent Delivery
- ☐ Clear Sign Up
- ☐ Forward to A Friend

\_\_\_ 8. **TWITTER / FACEBOOK / ETC**

- ☐ Strategy and Active

\_\_\_ 9. **PRINTED MATERIALS**

- ☐ Handout, Business Card

\_\_\_ 10. **STRATEGIC BRAND MESSAGE**

- ☐ What will others say about you at first glance?
- ☐ Keywords 5 – 10

### ACTION

What's your total score? What 2 things can you do to make it better or sustain?

/100

**PLAY YOUR GAME. TAKE INSPIRED ACTION.**



# NOTES

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# 91-DAY ROCKSTAR TOUR™

Map your moves and take 10 STEPS TO THE SPOTLIGHT.

**MONTH 2** \_\_\_\_\_

[illegible]







WHAT'S NEXT FOR YOU?

Are you inspired enough to take action? Have you already been taking action? (Yeah—big applause, crowd goes wild!)

Are you networking? Use the **91 Day Rock Star Tour Plan™**. Put actions down on paper and get going. Put the poster on your office wall!!

Your process may not be perfect, but the action you take will set the networking machine in motion. You can achieve your desired goals if you play your game and take inspired action.

I cheer you on from St. Paul, Minnesota. Now imagine your big spotlight, an engaged audience, and great success.

*Rock On,*

Cathy Paper



## ABOUT THE AUTHOR

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**CATHY PAPER, M.A.** knows how to improve people and increase results.

She is the founder of RockPaperStar Inc. a boutique consulting firm specializing in coaching, marketing and promotion for business owners. Cathy has coached executives at Best Buy, Paramount Pictures, John Deere and Apple as well as many Minnesota-based privately held companies and service-firms to build their buzz and create a Top 25 relationship map. Her firm has also launched books for New York Times #1 bestseller Harvey Mackay and 100's of other authors around the world. Through her use of strengths-based assessment, networking savvy and marketing insights she guides leaders to take inspired action to define and reach their goals to grow themselves, their teams and their organizations. Cathy is a national speaker, a columnist for the American City Business Journals, a winner of NAWBO vision award, Minnesota Business Real Power 50, All New England college rugby player and a former Minnesota State Tennis Doubles Champion.

Cathy is on the board of The Friends of the St. Paul Public Library. She has worked at William Blair & Company, Fallon McElligott and Best Buy. She holds her Master's Degree from St. Thomas in Organization Development and a BA from Williams College. She and her husband live in St. Paul with their three children.

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