

make **YOU** mark
CONNECT

YOU

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A student's pocket guide to **networking**
www.makeyourmarkconnect.org

Welcome

Whatever your idea is, and however you want to make it happen, you're going to need to get connected.

This little book is a practical guide for young people who want to get connected. It provides simple **tips** on talking about your idea to new people. There are **instant business cards** that you can use to pass on contact your details and at the back, there's a **mini address book** for collecting notes and contact details from the people you meet.

TOP TIPS

1. Research

If you know the kind of support you're looking for, you'll need to do some research to find out exactly where you can get it from.

TOP TIPS

2. First impressions

What do you want people to think when they first meet you? Make sure your clothing, manner and style give the right image.

It's not just **what** you know, it's also **who** you know

Networking happens every day – we use personal connections and recommendations to achieve all sorts of things: from finding a new job, to discovering new music to listen to.

- Can you think of someone, a personal connection you've made to make an idea happen? We all get support from friends, family or acquaintances to make ideas happen!
- Use the space below to list a few ways that you've used connections to make something happen:

eg.

Jon recommended a great new pizza place in town. It's the perfect venue for my birthday party!

During my work experience I met the marketing manager who has given me some great tips for our student magazine. I'm going to send her a copy of the next issue.

A large green rectangular area with a white silhouette of a person in the background. The area is filled with horizontal dotted lines for writing. The bottom right corner has a folded paper effect.

TOP TIPS

3. Safety in numbers

Avoid going to new networking events on your own – try to take a friend with you. It'll be more fun that way, and it'll be safer for you... but don't stick to each other the whole time – be prepared to split up and talk to new people.

Under 16? Always tell a parent or carer if you're going to an event, and ask them to check out the organiser's details if you're not sure who they are.

TOP TIPS

4. Brief encounters...

It's important to get to know people before launching in and asking for help – they might not be the right person for you, and are less likely to say yes if they feel like they're being railroaded.

You need to build confidence in each other.

- ▶ **Instant business cards – don't get stuck**
- ▶ **without a business card! Use these tear-out**
- ▶ **cards to pass on your details. Get connected!**

TOP TIPS

5. Parting is such sweet sorrow

You can often sense when a conversation is coming to an end, but even seasoned networkers find it hard to say goodbye. If you've been talking for a while and a new person joins you, it's probably time for someone to move on.

Be ready to say 'nice speaking to you, thanks for your time' – 'I must track down the friend I arrived with – would you excuse me' 'I've just spotted X, I'd like to go and say hello to them' so that you can gracefully move on.

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Name:

Contact details:

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A note to help you remember me:

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Name:

Contact details:

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A note to help you remember me:

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Where to get connected

Keep your eyes open for opportunities and new connections.

Here are a few ideas that might get you connected:



Speakers and other people running events at your school could be great connections. If you've enjoyed what they said, go and introduce yourself and tell them about your idea – they might be able to help.

Work experience provides a chance to meet new people. Make the most of your time to find out what everyone working there does and try to keep in touch with people you think might be useful.

Clubs and societies are a great way to meet people who share your interests and to build up a network of friends that you might stay in touch with for many years to come.

Networking events

Thousands of people are talking about their ideas all the time. You might find young entrepreneurs discussing funding in cafes, people swapping contacts at conferences and enthusiasts planning events in community centres.

To find a local networking meeting, why not take a look at our event listings website:

www.makeyourmarkconnect.org

Before you go, try and get a list of the people attending, and look up where they're coming from just in case you come across any particular people you could connect to. See page 4 for more tips on getting connected at events.

If you want to set up your own group, contact the Make Your Mark Campaign at catherine@makeyourmark.org.uk and we'll send you a free start-up guide for a Make Your Mark Club.

Instant Address Book

If you're out and about, and meet someone you want to stay in touch with, use this space to collect their details.

Name

Company

Email

Telephone

Website

Notes

Name

Company

Email

Telephone

Website

Notes

Name

Company

Email

Telephone

Website

Notes

Name

Company

Email

Telephone

Website

Notes

Start building your network here!

TOP TIPS

6. Exchange contact details

Take business cards with you to all events – you never know when you might meet someone useful. Business cards are much quicker and more reliable than scribbling emails and mobile numbers on scraps of paper*. If you've enjoyed talking to someone, ask if you can meet them another time, or ask if you can get in touch with them via email or telephone to get specific help.

** Your safety is paramount.*

Be responsible about the contact details that you give out.

TOP TIPS

7. Stay connected

Keep in touch with the people you've met. If you made a connection you think is useful, try to follow up as soon as you can.

About the Make Your Mark campaign

Make Your Mark is the national campaign inspiring young people to have ideas and make them happen.

To find out more about Make Your Mark visit us at:

www.makeyourmark.org.uk

To Discover more about getting connected, visit our networking website:

www.makeyourmarkconnect.org