



Sandra Jessica Interiors

7 Simple Networking Strategies & My
Personal Tips

I. NETWORKING STRATEGIES

Top strategies that have helped me land clients and build lasting relationships:

1. Join Design Associations

- Organizations like IIDA and ASID
- Follow them on social media to stay updated on events/seminar

2. Attend Golf Events

- It's a casual but professional atmosphere
- Usually, they have post-game dinners, awards ceremonies, or cocktail hours where you can continue discussions in a social setting

3. Go to Trade Shows & Expos

- Neocon, HD Expo, High Point Market,
- High concentration of industry professionals

4. Leverage Online Communities

- Join those Facebook groups / Mom groups are huge for referrals
- Make a post on the groups and introduce yourself

5. Enlist in your local chamber of commerce

- Helps connect with other small business owners
- Attend their events

6. Build Strategic Partnerships

- Reach out to potential power partners like contractors, realtors, architects, builders, investors
- Check out any nearby realtor networking events

7. Leave your business card at local businesses

- Stores like gyms, cabinet stores, flooring stores, etc
- Use location-based hashtags

2. MY PERSONAL TIPS

WHAT I HAVE LEARNED

- Make sure you are searchable on Google
- Follow up after meetings
 - reference the conversation
 - keep it short & sweet
- Make genuine connections
 - find a way to connect
 - ask them questions, find a common interest
 - if you don't vibe with someone, don't force it
- ALWAYS, ALWAYS, ALWAYS bring your business cards wherever you go
- When going to large events where you plan on meeting a bunch of people, write a memorable face about them on the business card they give you
- Offer value to those who refer you
 - show your appreciation by sending gifts or referral money
- Be CONFIDENT

MY THOUGHTS

PERSONAL NOTES

Networking takes time and effort, so don't get discouraged if your first event doesn't go as planned or you walk away without any solid connections. Talking to people and making meaningful connections is a *skill*. Some people are natural, and others have to work at it.

I used to be *terrified* of talking to people (I still get a little shy sometimes, haha). It took practice and a lot of pushing myself to walk up and start conversations. But I always remind myself—what's the worst that can happen? Someone isn't interested? Oh well. At least I tried. The real risk is not trying at all because that's how you miss out on opportunities.

Not to sound corny, but it's true. If you're running your own business, you have to put yourself out there. The more you do it, the easier it gets.

Hopefully, this gives you a push to get out there and connect with others.

Wish you all the best,

sandra chavez

