



Networking and Speaking To Grow Your Business

With Robyn Henderson

Kimberley Jiyagas

We exist to:

- Amplify Indigenous Women's Voices**
- Promote Australian Indigenous Culture**
- Empower More Women Into Business**

What is Networking?

- Law of Reciprocity
- Law of Abundance
- Law of Giving Without Expectation
- Making Heart to Heart Connections



What Do You Take To A Networking Event?



A person is sitting at a table with a bowl of acai bowl, a cup of coffee, and a glass of juice. The acai bowl is topped with banana slices, kiwi, and other fruits. The coffee is in a blue cup on a matching saucer. The juice is in a glass. The person's hand with red nail polish is visible near the acai bowl.

Before you leave for an event, ask yourself

- Why am I going?
- What am I trying to achieve?
- How am I going to do that?



3 P's of Attending Networking Events

- Preparation
- Pro-active attendance
- Professional follow up



Aim For Referrals – know the difference

- A tip
- A lead
- A referral



Networking Action Steps

- Attend / create one networking event / opportunity every week.
- Give away one referral every week.
- Always follow up.
- Keep in touch without being pushy.

A close-up photograph of a person's profile, showing their nose and mouth. They are wearing a white shirt and a blue and white plaid shirt tied around their waist. They are holding a bright green megaphone with their right hand. The background is a plain, light-colored wall.

**Be Seen Get Known Move
Ahead – creating speaking
opportunities**

What Are You Passionate About?

- Who is your target audience?
- What is/are your topic/s?
- Who needs to hear your message?
- Who cares about what you care about?
- Who else is an expert in your field?
- Where are your target audiences located?

Ways to Create Speaking Opportunities

- Write articles or blogs for your target audience

- Look for podcast opportunities

- Use social media
e.g. YouTube,
Instagram,
Facebook, LinkedIn,
etc.

to share your
knowledge

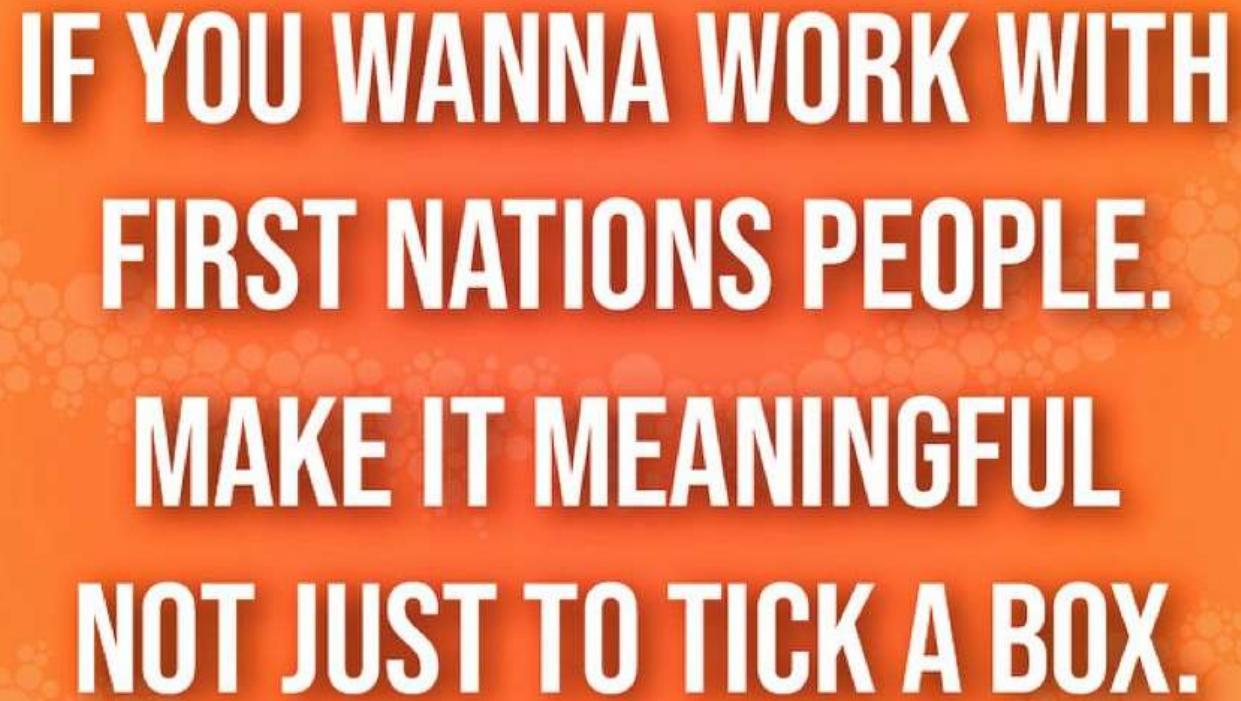
- Zoom webinars

- Panel discussions

Workshops,
conferences,
seminars – presenter
or MC

Networking is a lot like watching sunrises, if you don't show up you will never know what you missed.



An orange banner with rounded corners and a subtle pattern of small white circles. The text is in a bold, white, sans-serif font. On the left and right sides, there are decorative white patterns consisting of concentric circles and a line of dots.

**IF YOU WANNA WORK WITH
FIRST NATIONS PEOPLE.
MAKE IT MEANINGFUL
NOT JUST TO TICK A BOX.**

Thanks for the opportunity to work with you today

Thank You

- I would love to hear how you have implemented the ideas we have discussed today.

- Email:

robyn@networkingtowin.com.au

www.networkingtowin.com.au

www.writeitforme.com.au

