

5 Steps To Setting up a Binder Match



#1 Find the business cards



Do you have a Merry Poppins handbag, or do you stash cards in your car ashtray. Go through the stash and find the 2 people you really want to connect with.

Connect on LinkedIn, update your LinkedIn profile while you are at it. Make sure you have a current photo (it is easier to remember who you are if they can see you, and like dating you will receive a better response rate to a current friendly professional photo).

#2 Send an email



Everyone is busy, so send an initial email to start the conversation.

Key points;

- Where you met
- Brief points on who you are (to trigger their memory)
- Why you want to meet up

#3 Follow up with a call – Set up a date



Don't hide behind your keyboard.

Follow up with a call to make a time to have coffee, tea, wine beer or a lunchbreak walk.

#4 Go to your date (meeting)



Turn up.

This meeting is just as important as any other business meeting.

Prioritise the other person's time.

#5 Don't beat around the bush



You both attended a Networking Event to make connections, to assist you in business. Talk about your goals and projects, and discuss how this connection can be mutually beneficial for you both.

Discuss how you can do business or potential referrals and other connections. Make the new connection work for both parties

Come prepared, do some research on their company and on their LinkedIn profile. See if you have any shared contacts or mutual organisations, university, business and volunteer.