## Key 1: Why are you networking?


## Key 2: Whom are you trying to reach?

Clients you've enjoyed working with or were most profitable (or both).

1. 
2. 
3. 

### Narrowing it down.
- Industry or profession:

### Geographic Location:

- Market Scope:

### Size:

- Life Stage:

- Transitions?

### Other Constraints:

- What person at what position within the business?

### What is your very specific target market?

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Audio program: [http://calmcoolnetworking.com](http://calmcoolnetworking.com)  
Worksheets: [http://calmcoolworksheets.com](http://calmcoolworksheets.com)

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