### Calm, Cool, and Connected at the Networking Event

**Part One: From Networking Nerd to Cool Connector**

Proper Prep to Get you on the Profitable Path

**Your Target Market: B2C**

#### 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:

- Marital Status:
- Family Size:
- Location:
- Life Stage:
- Activities:
- Transitions?

Other Constraints:

**What is your very specific target market?**

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