

7 top strategies for effective networking by Karen Whiting

### **1. Be a Giver First**

Focus on adding value to share resources, or make connections, before asking for anything.

### **2. Attend Strategic Events**

Participate in **conferences, webinars, book fairs, and industry meetups** where your target audience or collaborators gather. In-person or virtual interactions build deeper relationships.

### **3. Leverage Social Media**

Use platforms like **LinkedIn, Facebook groups, and Instagram** to engage with others, share content, and stay visible. Comment, share, and celebrate others' wins.

**4. Follow Up** Intentionally. Send a personal message within 24-48 hours noting you met.

### **5. Create or Join a Mastermind Group**

Form or join a **small group of professionals** to meet to brainstorm, support, and collaborate.

### **6. Ask for Introductions**

Politely ask trusted contacts for **warm introductions** to people in their network. State reasons.

### **7. Be Consistent and Authentic**

Networking is a **long game**. Stay in touch with updates, encouragement, or check-ins.

**7 tips for connecting with people** to get the most from networking,

### **1. Be Curious, Not Just Interesting**

Ask thoughtful questions and **listen more than you talk**. Show genuine interest

### **2. Have a Clear Introduction**

Be prepared to **introduce yourself**, what you do, what makes you unique.

### **3. Look for Common Ground**

Identify shared interests, values, or experiences to build rapport.

### **4. Ask “How Can I Help You?”**

Simple question build goodwill and positions you as a **generous connector**, not a self-promoter.

### **5. Carry (and Ask for) Contact Info**

### **6. Stay Present, Not Pushy**

Avoid rushing to pitch yourself/ project. Form a real connection, and let opportunities flow.

**7. Follow Up with Purpose**—a resource, collaboration idea, or invitation.

## **Best ways to follow through after making new contacts to build strong, lasting relationships**

### **Send a Personalized Follow-Up Within 24–48 Hours**

- Note how/where you met, something specific you discussed, thanks or encouragement

### **2. Connect on Social Media or LinkedIn**

- Add a personal note when sending a friend or connection request.
- Like, comment, or share one of their recent posts to stay visible.

### **3. Offer Something of Value**

- Share a link to a relevant article, podcast, tool, or your own free resource.
- Refer them to someone in your network who can help.

### **4. Add Them to Your Contact System**

- Use a simple spreadsheet, or notebook to track contacts, interests, and follow-up ideas.

### **5. Invite Them to Something**

- Extend an invitation to a webinar, group Zoom, upcoming event, or your newsletter.

### **6. Share a Quick Update Later**

- Follow up again in a few weeks or months with an update or check-in.
- Keep the relationship warm by staying in touch periodically.

### **7. Pray for and Encourage Them (Faith-Based Networking)**

- If appropriate, send a note of prayer or Scripture.
- Share a quick message like, “You were on my heart today—I prayed for your ministry!”

**Best ways to stay connected** to people in your network and build meaningful, long-term relationships that lead to opportunities, collaboration, and mutual encouragement:

#### **1. Reach Out Regularly (But Naturally)**

Check in every few months with a short email, message, or call—especially if you’ve talked about future opportunities or collaboration.

#### **2. Create a Simple Contact Schedule**

Use a spreadsheet, notebook, or simple CRM to track your key contacts and schedule follow-ups.

 **3. Send Updates and Encouragement** Let your network know what you’re working on and cheer them on in their projects. Include: Milestones (book launch, new speaking gig)

**4. Share Their Work Publicly** Promote their books, podcasts, or events

#### **5. Invite Collaboration**

Offer to work together on events or webinars, or cross-promotions “ ”

## **6. Include Them in Your Email List or Private Group**

Start a newsletter, Facebook group, or monthly update for your professional circle.



## **7. Pray for Them and Check In Spiritually**

In faith-based circles, ongoing spiritual support can strengthen ties.

**BONUS:** 🎉 **Celebrate Their Wins** Send a quick “Congratulations!” when you see a friend’s success—new book, award, or media feature. A small message goes a long way.

Here are some **excellent networking strategies specifically for authors** that can open doors to **more speaking engagements and book sales**.



## **1. Build Relationships with Event Organizers and Church Leaders**

- Reach out to **women’s ministry leaders, homeschool group coordinators, retreat planners, and Christian education directors**.
- Offer to speak for **free or low cost** at first, with permission to **sell books at the back**.



## **2. Speak Wherever You Can—Big or Small**

- Accept invitations for **small groups, podcasts, workshops, book clubs**, or local churches.
- Each speaking opportunity builds your reputation and spreads your message.



## **3. Join and Engage in Author or Speaker Networks**

- Participate in groups like:
  - Christian Women in Media
  - AWSA (Advanced Writers & Speakers Association)
  - Serious Writer
  - Christian Authors Network
- Attend conferences and **volunteer**, which builds visibility and trust..



## **4. Create a Strong Online Presence**

- Regularly post on **Facebook, Instagram, and LinkedIn** about:
  - What you write
  - Where you’re speaking
  - Resources or freebies
- Add a **Speaker** page on your website. 📧

## **5. Stay in Touch Through a Newsletter**

- Offer a free download to build your list (e.g., devotional sample, parenting checklist).
- Send regular updates with **encouragement, event invites, and new releases**. 🎧

## **6. Network with Podcast Hosts & Interviewers**

- Reach out to hosts who **interview Christian authors, moms, ministry leaders, or speakers.**
- Send a pitch that ties your book/message to their audience's needs.

## 7. Attend (and Speak at) Book Fairs & Conferences

- Participate in:
  - Christian Product Expo (CPE), writer and speaker conferences
  - Podcasting conferences of Editor association conferences

## 8. Speak on a panel or teach a workshop if possible.

- After each event or new contact, follow up with:
  - A thank-you message, free resource or signed book
  - A reminder of how you can collaborate or serve their audience

## 1. Speaker Pitch Template

Use this when reaching out to podcasts, event planners, churches, or group leaders.

**Subject:** Speaker Inquiry – Encouragement for [Their Audience Name]

### Body:

Dear [Name],

I hope you're doing well! Ask about the person

When asked, respond with a summary of your professional bio.

I'm Karen Whiting, an author of 34 Christian books, including award-winning family devotionals and parenting resources. I've spoken at [event names, e.g., church retreats, homeschool conventions, MOPS groups], and I'm passionate about helping families grow in faith through fun, practical tools.

If there's a connection/possible opportunity:dd

I'd love to serve your audience with a talk on:

### [Insert Topic Title Here]

*A brief 1–2 sentence description of what attendees will learn and how it will encourage or equip them.*

I tailor talks for your group's needs and can offer bonus materials, Q&A, and a giveaway book or handout. I'm happy to send a speaker one-sheet, media clips, and testimonials if helpful.

Would you be open to a quick conversation about this opportunity?

Thanks for your time and all you do to encourage others!

Blessings,  
Karen Whiting  
contact info

## 2. Sample Follow-Up Letter

Use this after meeting someone at an event, conference, or through mutual networking.

Hi [First Name],

It was a joy to meet you at [event name or group name] and hear about your work in [mention something they said]. I'm so grateful we had the chance to connect.

As I mentioned, I write books that equip families to grow in faith and love—I'd be glad to send you a sample or brainstorm ways we can collaborate, whether that's speaking, a podcast, or co-promoting resources.

Let's stay in touch! I'll add your info to my contacts unless you prefer otherwise. Feel free to reach out anytime.

Blessings,  
Karen  
[Contact Info or Website]

## 3. Author Networking Checklist

|  Task                              | Details                                                  |
|-----------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|
|  Prepare Speaker One-Sheet         | Include bio, topics, testimonials, and contact info      |
|  Practice 30-second Elevator Pitch | Be ready to share your message & value clearly           |
|  Create a Contact List             | Spreadsheet or CRM with names, emails, how/where you met |
|  Send Follow-Up Emails             | Within 24–48 hours of meeting someone new                |
|  Offer Value                       | Free resource, encouragement, or introduction            |
|  Start an Email Newsletter         | Include new contacts (with permission), share updates    |
|  Join Author/Speaker Groups        | AWSA, CAN, Facebook groups, local writing groups         |
|  Attend Events                     | Aim for 2+ per year, volunteer if possible               |
|  Promote Others                    | Share fellow authors' work to build trust & reciprocity  |
|  Check In Regularly                | Every 3–6 months with a personal note or resource        |