

Networking That Works: Checklist for Home Service Business Owners

Use this checklist to make sure your networking efforts to help you connect with the right people, set measurable goals, and turn conversations into profits.



Identify your networking goal before attending an event (e.g., set two follow-up appointments).



If you're introverted, start by talking to someone standing alone—use an icebreaker like, “Man, I hate doing this.”



Stand near the sign-in table at in-person events to naturally meet people.



Bring a wingman—an extroverted friend or colleague who can introduce you to others.



Create a small referral partner circle with other trusted service providers (HVAC, roofing, plumbing, painting, etc.).



Track ROI on all memberships, associations, and networking groups—aim for at least a 10x return after one year.



For virtual meetings, start by asking, “How did we get introduced?” to create a warmer conversation.



After events, send two introduction emails connecting people you met with others in your network.



Review your networking activities quarterly to make sure your time and money are well spent.