

C-Level Networking Strategy

1. Identify the C-Level Executive you want to contact.
2. Research the market niche this executive is working in.
3. Develop topics for discussion on issues that are current, controversial, and unresolved. (Research blogs for this)
4. Make sure you have a “stand alone” topic, that is juicy and that people care about.
5. Frame the topic objectively and summarize various schools of thought, opinions, or beliefs.
6. Contact the Executive introducing yourself with a compelling branding statement.
7. Lead the conversation into your “stand alone” topic.
8. Offer various opinions or preferences, and ask what their thoughts are.
9. Offer to introduce them to the other C-level folks you are talking with.