



Creating Connections

Engaging Questions

Creating connections in person is challenging enough, add the mysteries of social media and the internet and creating connections can be cold, almost robotic if you are not careful. Platforms designed for professional connections have become places where you are bombarded with connection requests, messages promising the solution to all your marketing woes and much more.

Creating connections is not about how many people you can connect with; it is not about the number of messages you can send. Rather, creating connections is about meaningful and intentional connections. Networking is not about quantity, but about quality. As professionals, we are intentionally seeking connections which will assist us with our current position or professional goals.

A great way to truly engage with people online and in person is to ask engaging questions. Instead of spending your time talking about yourself, your goal is to ask questions, to learn as much as you can about the other person. You are looking for ways you can give first, ways to create value in the relationship, shared interests. But knowing how to manage such a conversation can be an art form. You don't want to seem as though you are interrogating the person, nor do you want to appear as though you are an obsessed stalker collecting information on your next victim.

Networking online can feel a bit more impersonal, and many people have stronger boundaries online versus in person. When choosing a way to engage with them, try to find an area of shared interest and work from there.

For example:

Hi *name*,

My name is Sara and I am with 3Raptor Consulting. I saw you work for a consulting company as well. I would like to connect with fellow consultants, to learn from each other and share tips.

What is your favorite thing about your job? What passion drives you to this line of work?

I look forward to hearing from you.

Cheers,

Sara

Your goal is to be friendly, open, direct and to create an opening to get to know the person better. Work through several messages before you make an ask, and if possible, give first. Perhaps you can connect them with someone or share a good source or piece of information. Remember follow up is key and you must do as you say. There is little to no forgiveness in the online world.



Keep continuing messages direct and to the point. Keep the conversation moving forward.

When networking in person, having a reliable list of questions to start conversations is always a must. You want to appear friendly, open and engaging. Your goal is to collect quality connections. Below are some great questions to get you started.

Thought Provoking Questions

1. What do you think caused
2. Why do you think....
3. What do you think about....
4. How did it feel when.....
5. How do you feel about.....
6. What would you do if.....
7. What if you could....

Conversation Starters

1. Tell me about you
2. Are you working on anything exciting right now?
3. What's your story?
4. What personal passion projects are you working on right now?
5. How do you know the host? Or How did you become connected with this event?
6. What was the highlight of your day/week/month/year?
7. All the food looks so good, I am not sure what to try. What do you recommend?
8. What is your biggest challenge/fear/weakness?
9. Who is your role model?
10. Is there a charitable cause you support?
11. What has been the best thing about working here?
12. What is one thing I should know about you?

Remember the goal is to get the person talking about themselves, to learn more about the person, to find things you can connect over. Follow through is everything. You have a 48-hour window to thank someone for connecting with you and to further the conversion before the moment passes. Be genuine and authentic, remember to give before you ask.