

THE PROFIT CONNECTOR

Pocket Protocol for Smart Networking

3 minutes to connect. 3 steps to convert.

Approach

Open with a brief situational observation, then your 7-second switch.

Engage

Ask one smart question, mirror energy, take a 20-30 second note.

Convert

Ask permission to connect, set one next step, and confirm timeline.

The 7-Second Switch

Quick opener format: [Observation] + [Value hook] + [Short ask] Example: "Great panel—your point on X landed. I help teams get more meetings from conversations—would you be open to a quick exchange of ideas?" (Use ~7 seconds)

Scan for 60-second follow-up scripts + a free 15-minute planner



THE PROFIT CONNECTOR — Quick Reference

Key Questions (pick 1)

1. What's the most exciting project you're working on right now? 2. What outcome matters most to you this quarter? 3. Who do you wish you could meet in your industry? 4. What part of your work takes the most of your time? 5. What skill would make the biggest difference for your business? 6. How do you usually find trusted partners? 7. What do you wish someone asked you at events?

Actionable Follow-Up Checklist

[] Connect on LinkedIn within 24 hours (note: where we met + 1-line value). [] Send a 2-line email the next day. [] Add to CRM + tag with event + follow-up date. [] Schedule defined next step (15-min call/intro/resource). [] Send promised resource within 72 hours.

Quick Body Language & Energy Cues

Eye contact: 3-5s per exchange — friendly, not staring. Open posture: shoulders back, hands visible. Energy match: mirror then lead. Power pause: 0.5-1s pause before your ask.

8 High-Performing Conversation Starters

1. What surprised you most about today? 2. Who here would you recommend I meet? 3. If you had a magic wand for one business problem, what would it be? 4. What's the best advice you've gotten this year? 5. What metric are you watching like a hawk? 6. How do you measure success for partnerships? 7. What's one thing you wish prospects understood about your work? 8. What's the biggest 'yes' you're chasing right now?