

NETWORK ACTIVATION WORKSHEET

Episode 3: Networking Like Your Career Depends On It

THE 95-5 PRINCIPLE

95% of your results will come from 5% of your network. This worksheet helps you identify your critical 5% and activate them strategically.

Tier	Definition	Your Count
T1	Former bosses & colleagues now in hiring positions	
T2	Clients, partners, investors, connectors with big networks	
T3	Everyone else (not your focus)	
TOTAL T1+T2 = Critical 5%		

HOW TO BUILD YOUR CRITICAL 5%:

Step 1: Export your LinkedIn connections (Settings & Privacy → Get Data → Download connections)

Step 2: Add columns to your spreadsheet: Tier 1, Tier 2, Tier 3

Step 3: Mark everyone who knows your work and is now in a hiring position as T1

Step 4: Mark clients, partners, and connectors as T2

Step 5: Everyone else stays unmarked (T3)

YOUR CRITICAL 5% TRACKER:

Use this template to track your outreach and results. Copy this structure into a spreadsheet.

Name	Tier	Company	Email Sent	Response	Meeting	Outcome

SUCCESS METRICS:

Metric	Target
Response Rate from Critical 5%	50-70%
Conversion to Meetings	40-60%
Introductions per Conversation	1-2 people

EMAIL TEMPLATE 1: THE TWO-MINUTE ASK

When to use: General career exploration, before you need a job

Subject: Quick question - could use your perspective

Hi [Name],

I'm thinking about a few possible career paths and as someone I highly rate and whose opinion I trust, I wondered if you had two minutes to chat. I know you won't sugarcoat things.

Would you be open to a quick call this week or next?

Cheers,
[Your name]

EMAIL TEMPLATE 2: THE VALIDATION ASK

When to use: Starting something new, making a career pivot

Subject: I'm doing something crazy - need your BS meter

Hi [Name],

I've made the decision to [brief description of what you're doing].

I have a few ideas on how to position myself, but as someone whose opinion I deeply respect, I know you'll call BS on me if I'm off track.

You could help validate my thinking or save me from making a massive mistake.

Do you have a few minutes to chat and I can share my thinking?

Thanks,
[Your name]

EMAIL TEMPLATE 3: THE RECONNECTION

When to use: Haven't spoken in 6+ months

Subject: Been too long - quick question

Hi [Name],

It's been too long since we last caught up. Hope you're well.

I'm at an interesting point career-wise and I'm thinking through a few possible directions. As someone I've always rated and whose judgment I trust, I'd love your perspective.

Do you have two minutes for a quick call? I know you'll be honest with me, which is exactly what I need.

Cheers,
[Your name]

THE TWO-MINUTE CALL STRUCTURE

Use this exact structure when they call you back:

MINUTE 1: CONTEXT
"Thanks for making time. Here's where I'm at: [One sentence about your situation]." <i>Example: "I've been leading compliance at a Series B fintech for 3 years and I'm thinking about my next move."</i>
YOUR POSITIONING
"I've identified a few possible directions: [Your professional brand from Episode 2]." <i>Example: "I'm the Compliance Head who gets startups their license - I've done it four times. I'm thinking about either going to a larger fintech preparing for IPO, or going earlier stage where I can build from scratch."</i>
MINUTE 2: THE QUESTION
"I wanted your perspective because [specific reason]. Based on what you know about me and the market right now, what would you do if you were me?" THEN SHUT UP AND LISTEN.
CLOSING THE CALL
"This is really helpful. I appreciate you being so direct." "Is there anyone else you think I should be talking to?" "I'll keep you posted on how things progress. Thanks again."

RED FLAGS TO AVOID:

DON'T DO THIS	DO THIS INSTEAD
Lead with "I was made redundant"	Lead with "I'm exploring options"
Attach your CV first email	Ask for two minutes
Ask for coffee immediately	Ask for two minutes (they'll suggest coffee)
Send same message to 500 people	Send to your critical 5% only
Ask for a job directly	Ask for their opinion
Make it about your needs	Make it about their perspective

MAINTENANCE SCHEDULE (Before You Need a Job)

Stay in shape professionally with consistent small effort:

Tier	Frequency	Action	Time/Week
T1	Quarterly (every 3 months)	Short check-in: "Saw you launched X, congrats!"	2-3 emails
T2	Biannual (every 6 months)	Share valuable content or insight	1-2 emails
Total		Total maintenance effort	30 mins

ACTIVATION SCHEDULE (When You Need a Job)

Four-week intensive activation of your critical 5%:

Week	Action	Expected Outcome
1	Email all T1 contacts with two-minute ask Schedule and complete calls	50-70% response rate Schedule 10-20 calls
2	Email all T2 contacts with two-minute ask Schedule and complete calls	50-70% response rate Schedule 10-20 calls
3-4	Complete all conversations Ask "Who else should I be talking to?" Send introduction requests	1-2 intros per conversation 20-40 new connections
Ongoing	Send weekly updates to everyone helping "Had 3 conversations, meeting with Company X Thursday"	Keep helpers invested Generate more intros

KEY PRINCIPLES TO REMEMBER:

Principle	Why It Matters
Ask for two minutes, not coffee	They'll give you more, but you made it easy to say yes
Ask for opinion, not a job	Creates investment - they want you to succeed
Give permission to be honest	People love telling you what they really think
Ask "Who else should I talk to?"	Each conversation generates 1-2 warm introductions
Send weekly updates to helpers	People want to know their help is working

Use warm intros, not cold emails	You borrow trust and credibility - 10x more powerful
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Hire exceptional fintech leaders

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