

**SPORTS NETWORKING GUIDE**

**HOW TO**

**START, GROW & CREATE  
EMPLOYMENT OPPORTUNITIES  
WITH A SPORTS NETWORK?**



# Thanks for taking the time to download this eBook

It's Ed Bowers here and thanks again for downloading this eBook.

This eBook was created after creating a Networking Series I done on The Sports Career Podcast:

How to Start Your Sports Career Network?

How to Grow Your Sports Career Network?

How to Create Employment Opportunities From Your Sports Career Network?

This eBook aims to be to help you be network in the Sports Industry with Confidence.

I will be honest, I would not be where I am today without investing time and energy in my Network.

This is not something you create over night it takes effort and patience. I would probably say my Network is my best asset relating to my career development.

💡 **Google Definition: Asset- a useful or valuable thing or person.**

In this eBook I share how to help you start, grow and create opportunities for yourself in the sports industry.

Let's get started!



Ed Bowers: Host of The Sports Career Podcast

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HOW TO START, GROW & CREATE EMPLOYMENT  
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## How to Start Your Sports Career Network?

### Define Your Definition Of Networking

#### What do I mean?

In general redefining words is a GREAT method to create your own meaning or definition that relates you.

For example 'Networking' it took me awhile to understand what it really meant especially when pursuing my sports career journey.

Mainly because I was super nervous when connecting people in the sports industry especially online.

By the way, if you are reading this and nervous when building a network.

That is NORMAL especially when starting your network from '0' it is scary but trust me from experience it only goes up, when you can control your nerves and take action by getting out your comfort zone.

You will begin to enjoy networking, for me I enjoy it and it's what make the sports industry specially with the people you meet and work with too.



Now here is my definition of networking: ***Networking Is A Skill***

The meaning of this definition is a way for me to reduce the stress and not worry about how I'm going to connect with somebody.

So when I experience those nerves I say to my self '**Ed networking is just say a skill!**'

It reduces my nervous and helps me focus that networking is something you develop over time like any skill.

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💡 **Google Definition: Skill - To do a particular task & the ability to do something well.**

🏆 **Exercise: Whats is your definition of Networking?**

Here are some more examples prompts to help you:

*Networking means to me connect with people.*

*Networking means to me, just starting real conversations*

By doing this simple exercise it will change your whole approach to networking and in time you will enjoy it!

## Have a Clean Looking Personal Brand on Social Media

**What do I mean?**

Social Media is how people perceive you in today's modern society and how your Social Media profiles WILL have an impact relating to starting to build your Network in the Sports Industry.

🏆 **Exercise: Personal brand 'Social Media' Check list:**

🎯 **Have a Headshot where people can see you eye & smile too.** (People are more likely to connect you more with a smile, why? It create dopamine a chemical in the brain, that make you feel happy.

🎯 **Have a simple to read Bio Description:** *Who you are, what you do & how you help people in the sports industry*

🎯 **Have this question in mind:** *Does this showcase the 'BEST VERSION' of me? If it does create and if not make some tweaks to your profile, so it looks the best profile you can create!*

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## Reach Out To People To Start Conversations

### What do I mean?

Okay, so your next step is to do some research figure out people want to connect with reach out with a meaningful conversation.

This is where people fail.

Okay, let me explain.

When I connect with people on LinkedIn, and bearing in mind when I started, it's a lot easier than you think.

Why?

Because you've got time on your hands.

I'm at the stage now where my networks growing, and actually have to put time in my diary to reply to people.

And my list does get bigger.

But I have learned when I do connect with people on LinkedIn, for example, I message them straight away to start the conversation.

### My LinkedIn Script:

*Hi, Tom,*

*It's great to be connect with you hear on LinkedIn.*

*I hope life and work is treating you well?*

*I look forward to reply, keep being awesome.*

*Have a great start to your Monday!*

*Best regards,*

*Ed*

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## **Networking Tip: Focus on the conversations and not the Transaction**

I'm starting with a question I'm starting a conversation.

I'm not focusing on a transition.

That's another people mistake.

A lot of people who connect and reach out particularly particularly sort of they pitch you the company that products straight away we get in our defence mode, instead focusing starting the conversation.

The transaction will happen later on down the line and what I mean transaction?

That's when you've built that know, like and trust with people in a very short period of time.

And eventually that's where the magic happens with a network when you create opportunities.

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## 5 Ways To Grow Your Network In The Sports Industry?

Here are 5 Communication methods to **GROW** you network in the Sports Industry?

### 1. Direct Messages (DMs)

Number one pillar is without a doubt the majority of my network is through social media meaning online, and I try and make sure it's LinkedIn.

And I'll tell you why. Like don't get me wrong, my Instagram.

I have a good network there. But that's more me and my personal brand

You know what I do behind the scenes but I have meaningful conversations. I'm same with Twitter. So Twitter is another tool that has helped me grow my network.

They're the three platforms I use a lot is LinkedIn, Twitter, and Instagram. And I'd have to say the majority of where I start conversations and actually grow my network is through direct messaging, DMS.

It starts with direct messages. But it's all about starting the conversation, asking questions, insightful questions and what that other person is doing, not pitching.

### 2. Meaningful Comments

The second thing I do, particularly this is this digital pillar, is I share and comment other people's blogs, posts on social media, particularly on LinkedIn.

Whenever I comment, my goal is to always share one meaningful comment on LinkedIn.

And as a result, when I do I mean, if a comment, that comment goes right at the top of that post majority, because actually take time, I don't just do a thumbs up, or a couple of words, I go in detail.

And when you start doing meaningful comments with certain people, you eventually get connected with them on LinkedIn, and then you start a conversation. And then the magic happens.

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That's where opportunities really unfold in a natural way.

### 3. Audio Messages

This is a Game Changer for me a long time now is audio messages!

And this is what I do, particularly on LinkedIn a lot, you can do audio messages in the DMS.

And it mazing things happen when people hear your voice because you're human, you're not a bot, you're not some you know, you are a real human being.

I think that's the beautiful thing about audio messages if you use it effectively.

That's how you build rapport very, very quickly, and build that know like and trust.



**Networking Tip: Focus on how you b build that know like and trust with every person you interact in the sports industry!**

### 4. Webinars & Online Summits

#### Case Study: Josephine Kwan

*Josephin is the founder of Flow2Freedom. She was on a online Summit.*

*And I was really curious about her profile and flow to freedom.*

*I went on our website. And as a result, we connected so well at this conference, virtually she ended up coming on my podcast show and then I met her actually in Greece at the Athens women's football Summit.*

*The gold here of what I'm trying to share as well is you want a network where it's online, that transfers into in person now it's very difficult, because we all live in different countries, but if you have the opportunity to meet people face to face do it! You will see the network benefit which a can create opportunities.*

So the learning here is by signing up to Online Events, Webinars & Summits are a great way to connect with people in the Sports Industry.

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## 5. Face-To-Face Communication

Face to face in person is really how you build a network.

There's just something magical when you shake somebody's hand or give her a hug. Yes, we hug in the sports industry.

Face to face from experience is the quickest way to builds rapport with people in the sports industry.

And it's I didn't realise now, particularly after the pandemic, how the power of a handshake or hug (Yes we hug in the sports industry!)

Human touch is SO powerful and really is how you create meaningful and professional relationship in the sports industry.



**Networking Reminder: Nothing Beats Face-To-Face Communication!**

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## **How To Build A Giant Network?**



**“The way you build a giant network like that, is you put money in the bank.**

**And what I mean by that is you help people, no charge as many people as you can, as you know, and hopefully, they're all influential people for as long as you can.**

**And you literally just forget about it, don't be looking for return to that favour.**

**Because it may come 10 years, 20 years, 30 years from from that time where you help them that you you ask for a favour in return, and that phone will get picked up if you've been a good person all along the way.**

**And so you've got to find those influential people, you've got to find out how you can help them and you've got to just help them don't have your hand.”**

## **By Joe De Sena: Founder of Spartan Races Podcast:**

### **How to Create Employment From Your Sports Career Network?**

Now, let's have some fun with this part of the eBook and I will say is you need to be 'OPEN MINDED' with the suggestions I make.

Starting with this Motto, which I live by: **Add Value, Add Value & Ask**

#### **What do I mean?**

It was inspired by the Gary Vanichuck book 'Jab, Jab, Jab, Hook' which is a social media book by applying boxing combination.

The 'jabs' refer to creating brilliant and engaging content and the 'Hook' is when you promote a product of service.

In my case 'Add Value' refers to helping the person you are connecting by helping achieve their personal or business goals.

When you do it a couple of times for that person, you have gained their 'Know, Like & Trust' so when you would like to 'Ask' for something in return they will feel more than happy to do so.

But let me be clear, when you Ask, that doesn't mean straight away asking for a 'Job' instead ask 'If you provide any job openings please let me know.'

I'm a big believer of this phrase, *add value, add value, and then ask* when you focus on that thing.

You **Add Value** to them with regards to their career, personal and business goals, that is how trust is formed.

Even if something so small, but meaningful to them? That is what it's all about.



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For Example:

### Add Value Methods:

- Create a piece of content with them on area of their expertise (Blog, Article, Podcast, Video etc)
- Connect them with a person from your Network
- Do a Brainstorming call on a topic I can add value and share ideas.

### Experience Methods:

1. Job Shadowing
2. Work Experience
3. Internship
4. Mentoring

### Monetisation Methods:

1. Consulting
2. Collaboration Project with a Sales Commission
3. Freelance Project
4. Job

When you have *add value* in some way, then have the confidence to ASK and be confident about it!

So there you go!

I hope this Sports Networking Guide helps you start and grow your Network in the Sports Industry!

Remember this:

The quality of your communication will result in the quality of your network!

To your sports career success,

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