

Top Ten Networking Tips

1) *Network To Get Work Just Do It!*

It takes time, effort, & a well thought out plan to become successful. Step by step, know you believe in your business plan, its execution & its rewards. Have a plan, leave your troubles behind, believe in yourself, LISTEN with focus, follow up and then FOLLOW UP some more!

2) *Envision Your Success Positive Thinking=Positive Results*

Strategize your plan, BEFORE you embark. Set a goal of the moment, the day, the networking opportunity. Make that goal with a realistic success in mind, stay focused on your expectations and achieve your expected outcome. Remember: When you help others of achieving THEIR goals, you in turn have succeeded in your own.

3) *No Pain...No Gain*

After taking the time to understand the professional needs of your networking partner, delve into the personal side of what is REALLY going on in their lives. Step down from SURREAL to REAL. You can direct them to other Power Partners of yours, with the hidden knowledge of what their lives really entail. Cars need fixing? Accounting, Website, Mortgage questions? Need any Printing? Etc.

4) *Connection Meetings: The Importance of Knowing Your Networking Partners*

In business today, we have enough “professional” friendships. Networking partners however, requires us to go deeper into a more personal relationship than one would expect. Through this working friendship, we can come to an understanding of what the “needs & wants” are of each other & to touch a nerve of what it truly means to be a necessary “referral” partner. I.e. One who can help & guide others to us when we aren’t available, someone to believe in, to rely on & to trust. When you give out referrals, you are handing someone’s reputation out in good faith. KNOW THEM*BELIEVE IN THEM*TRUST THEM

5) *Attend As Many Networking Opportunities as Possible*

Get yourself out there; be in the “Public Eye”. Mixers, Networking groups, Fundraisers, Volunteer Opportunities, etc. These are well-established SUCCESSFUL ways to incorporate publicity not only for your business, but for those with whom you have formed a “partnership of networking” as well. If necessary, join the professional groups available to help with your Networking efforts. Here & now is your opportunity to SPREAD THE WORD. LISTEN, be attentive, & focus on ALL you know, WHO you know & ALL you do. You WILL be rewarded by your efforts twice fold!

6) *Business Card/Information Exchange*

- a. One of the MOST important steps to developing a relationship with another is INFORMATION. The NEW business community takes pride in developing/branding its name and personnel on their business cards. It is THE first real contact or image builder you present and/or receive in an introduction. You have 1 chance to make that meeting effective, exciting & a worthwhile opportunity to not only you but your other partners, as well. LOOK at that card, comment if you must, even write something you will remember on its back, but REMEMBER whom you are having this conversation with! It is important to them, MAKE it important to you.
- b. NOW FOLLOW UP! Then FOLLOW UP AGAIN! One of the simplest mistakes of LOST BUSINESS is NOT following up a pleasant conversation, a helpful hint, or even an out right opportunity proposal. You worked hard for that card, YOU ARE NOT THROUGH. Email, write, & somehow make contact & let that person know they are to be remembered. Maybe YOU cannot use them, but someone you know, one day may. GOOD CONNECTIONS ARE ACHIEVED NOT FORGOTTEN.

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7) *Your Elevator Speech Should NOT become Elevator Music*

Yada Yada Yada... Easy one to Figure out Easiest one to make a MISTAKE!!! Your “Elevator Speech” gives you an opportunity to quickly & efficiently provide your MOST important information, accomplishments, skills & assets to everyone you come in contact with. However, YOU know what you do, they do NOT. If you must, rehearse it. KNOW it; define it, critique it, & RELAX with it. Excitement comes from within YOU, not just from your words. It comes from within; with look them in the eyes confidence, KNOW what you are about to say & say it with enthusiasm & charm. SCHMOOZE them, if you must!

8) *Present Your Image in a Professional & Credible Manner*

Simply put: YOU are the first thing anyone sees in the representation of your business. Your looks, your manner, your strengths & weaknesses, ALL clearly defined in the first 10 seconds. Quick, eh? Well, check & double check: your complete (top to bottom) appearance (would YOU be impressed meeting you?), your manner, your confidence, your materials, & leave your troubles behind! Focus on the task at hand, be genuine, be professional, BE YOURSELF. One quick note on professional vs. personal, Important Clients=NO drinking, Look the part, Act the part & BECOME the part.

9) *The Perfect Equation of Representation - Have A Plan*

Proven steps to master your OWN successes: BE PREPARED Savvy networkers have their networking tools with them AT ALL TIMES. Business cards, flyers, brochures, name badges, promotional items, etc. should all be primed & in preparation of being given away, AS WELL AS a well oiled “Elevator Speech” ARRIVE EARLY: Being on time can stop the feelings of anxiety and/or being left “out of the loop”. Know your position, your proponents fit get a general FEEL for the room, its contents & its population. Be someone IN the room NOT coming INTO the room. Your confidence will be eminent! Know what your goal is, find the right connection, exchange the necessary materials fit Information, relax, drink some H2O..... YOU’RE A WINNER!

10) *Be a Giver...Not a Taker*

When you focus on the “giving” & being helpful to another, the “getting” will come later, In more ways than one sometimes unexpectedly, as well. Be assured of this! No one directly enjoys a person with a “taker” mentality. When you are generous, with thoughts, actions & deeds, people WILL notice & respect you for your kind manner. People generally DO business with people they respect, trust AND like! If you are getting frustrated at a networking event STOP! Work on getting others to connect, laugh fit share a little humor. It just may be contagious, open up the lines of communication & take the “doing business” pressure OFF the occasion. You might be pleasantly surprised!