



# Networking Tips

Effective business networking is the linking together of individuals who, through trust and relationship building, become walking talking advertisements for one another.

## 1. Practice your "Elevator Speech"

= carefully planned and well-practiced description about your company that is really easy to understand in the time it would take to ride up an elevator. Ask for feedback.

Your product/service + your market + how it pays you + your company + your competition + your specialness

## 2. Give without expectation

Networking is about being genuine and authentic, building trust and relationships, and seeing how you can help others

## 3. Become known as a powerful resource for others

When you are known as a strong resource people remember to turn to you for suggestions, ideas, names of other people, etc. This keeps you visible to them.

## 4. Pass on referrals

When someone is referred to you thank the person who did the referring in writing and get back to them after and let them know how it went. Create one referral a day to someone in your network. With the law of reciprocity what you give out is what you get back

## 5. Give something back

How can you give back to groups that have helped you?

## 6. Be interested

Ask open-ended questions - Who, what, where, when, and how. Why are they interesting and special?

## 7. Be a connector

Introduce people you are talking with to others. Help them know themselves as a key player in their industry.

## 8. Be supportable

Be clear how others can help you ... and let them

## 9. Stay Connected

Follow up quickly, do what you promised to do, say thank you, arrange a second opportunity to share ideas

## 10. Remember them & be memorable

Exchange cards. Make a note on their card of some way to remember them. Be memorable so they remember you.

## 11. Share your story - No Selling

Small talk is important. Let them know who you are beyond what you do for a living. Have something interesting to say. Be prepared to reveal something interesting and human.

## 12. Stand out from the crowd

Relationships take time. Invest in the relationship. Follow up after the meeting. A brief hello and sending them something that may be helpful for their business, then an invitation to your website or another event

## 13. Share a Tip or Secret

Share something you've learned that you have tried that has made a difference to your business.