



The Reluctant Networker's
52 Networking Tips

Making Connections...
...with Confidence



Target Market: Be Specific

In networking, a lack of specificity in what we're seeking will lead to us getting everyone else's leftovers. Someone who says that their company specializes in residential construction in the historic district is much more likely to get work of that nature than someone who says that their company specializes in everything.

In fact, let me go a bit further:

We can never be truly effective networkers until we can clearly state who we serve in the most detailed manner.

A good understanding of our target market underlies everything in networking. At its simplest, it allows us to tell others who we want to meet. More than that, it will also help define which groups we'll belong to, which meetings we'll attend, even which networking behaviors we'll pursue.

For example, if our particular target market is national in scope, is it going to make sense for us to look for them at our local Chamber of Commerce networking lunch? Probably not.

If our clients are primarily construction companies, should we skip the city council meeting focusing on new zoning laws? Not if we want them to perceive that we are a valued servant of the industry.



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Spending time working for a charity is wonderful. If, however, we are also doing it as a networking activity, wouldn't it make sense to know that our target market also feels a passion for the same cause?

Remember, our target market is who we *prefer* to serve through our business. They are the cake and everything else is the icing.

We all have only 24 hours in the day. Focusing our efforts to serve that specific group is the only way to make networking pay off in the long run.

So, what's *your* target market?



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Recommended Resources

The website: <http://www.thereluctantnetworker.com>

The blog: <http://thereluctantnetworker.blogspot.com>

Our workshops: <http://thereluctantnetworker.com/content/workshops-and-training>

Background and Testimonials

Originally a computer programmer, Greg Peters understands the challenges facing every reluctant networker. He also knows, however, that networking is a learnable skill. In 2009 he founded The Reluctant Networker, LLC and has since worked with clients in technology, finance, and sales to help them build networks of powerful connections. He is the author of the blog "The Reluctant Networker" and contributes weekly networking advice to local radio and news outlets. He also presents to larger groups to spread the word that, performed properly, networking is the most powerful way to achieve success and significance in our lives.

"Just wanted to say THANK YOU for being our speaker for our January Grow Your Business Workshop. The time, energy, and effort that you provided was greatly appreciated. We have received some tremendous feedback from those who came (and even those who wish they would have). Thank you for helping us in our efforts to



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build a strong Downriver community! We would love to have you come back to speak for us again anytime!”

~ Mark Tremper, Downriver Community Federal Credit Union

“Greg opens doors. By inviting me to a special networking event, Greg enabled me to make a crucial connection leading to a new position. Thank you, Greg! You are a powerful speaker, and an even better networker.”

~ John Arenz, Trust Officer, Wealth Management Group, United Bank & Trust, Ann Arbor, MI

“For a self-proclaimed 'nerd', Greg is a sensational person who happens to have a knack for putting others at ease with their fears and provides a steady approach for networking. I recommend seeking Greg's expertise if you have any hesitation at all regarding networking and speaking in public; his methods have greatly helped me get out of my own way.”

~ Rich Austin, Associate, Sandler Training Center - Ann Arbor