



The Reluctant Networker's  
**52 Networking Tips**

Making Connections...  
...with Confidence



## Cutting In For All the Wrong Reasons

Not long ago, someone asked me about how to break into a conversation. There are a variety of techniques, but the main point was that we have to be observant of the body language of the participants. If their body language says that they are having a private conversation, then it just doesn't make sense for us to try to break in. It makes us look pushy and won't do anything to foster a new relationship.

The young man persisted. "What if you *really* want to meet one of those people?"

Well, in that case, if you *really* want to meet a person, feel free to throw any rules of etiquette out the window. Push right up and elbow that other person out of the way so that you can get in contact with your target. Of course, there will be consequences. Just because we really want something, doesn't mean we get to ignore the rules of proper behavior.

Even assuming we're following proper behavior, we should pause for a moment for a little reflection. We need to ask ourselves, **why is it so important that we meet this person?** If it's because someone told us that they could help us with a problem, OK. Or if we can connect them with someone from our network to their benefit, that's good, too.

If we want something from them. Forget it.



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**You see, most of the time when someone tells me that there is someone whom they really want to meet, what they really mean is that there is someone they really want to sell to.**

Bad networking.

Remember the Golden Rule of Networking: Use only those techniques on others that you would wish they would use on you. I don't care who you are. No one wants to be interrupted in order to be sold to. Approach respectfully with a genuine interest in how you can help them (with no expectation of return) and I'm sure they will welcome you with open arms (or at least a firm handshake and a smile).



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



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~ 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