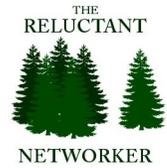




The Reluctant Networker's  
**52 Networking Tips**

Making Connections...  
...with Confidence



## The Devil on Your Shoulder

You step into a professional gathering and he starts whispering in your ear almost immediately. "Only talk with people who can buy from you." "Why are you bothering with them? They can't help you." "Can you see anyone more important here?"

His seductive whispers remind you that you have to pay the mortgage next week, that you need to put some food on the table for your family, and you've got that vacation in Tahiti next month. You need to make some money. Don't worry about networking. You can do that next month. Right now, focus on sales. If they can't help you with that, you don't need them.

**The most dangerous thing about this fiend is that his whispers ring true for so many of us. Unfortunately, listening to him isn't likely to lead us in the direction we want. Following his counsel will, in fact, turn us into a "limited networker", driving people away from us.**

So, how do we withstand his subtle siren song?

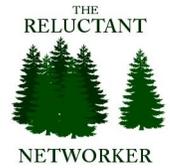
The only thing we have is the power of true networking, the angels of our better nature. They remind us that networking is about providing value to the other person. We have a single phrase which, if used often enough, will drown out the subtle devil.

"How can I help you?"



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

Making Connections...  
...with Confidence



Keep that question always in your heart. Ask it with honesty and with the true intention of providing value to the other person -- no matter what.

Do that and the voices of those who are asking how they can help you will replace the temptations of following a less successful path.



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

Making Connections...  
...with Confidence



## 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!"*



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

Making Connections...  
...with Confidence



~ 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