



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

Making Connections...
...with Confidence



Attending vs Participating

Becoming part of any social or business organization is a great way to accelerate your networking. You get to see the same people on a monthly or even weekly basis. You quite often share a common interest with them. You might even get a discount or two on goods and services that you use.

Now for the big question:

What do they get out of it?

Before you say anything about the money you pay for membership or to attend the events, let me just stop you right there. Most of the time, that money is just about enough to support the continued activities of the group or to pay for the lunch you ate while the presenter of the week was speaking. What I want to know is how are you making that group better?

Let me break it to you. If you are merely paying your dues and showing up for the events, you are largely replaceable. There are any number of other members, both current and future, who can do the exact same thing. If you stopped showing up, chances are, no one would even notice. So, how are you going to make yourself truly memorable?

Participate.



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Volunteer to help host an event. If you are so inclined, offer to speak. Take part in the planning. Become an officer for the group. Talk to the event planners and offer to take photos. Share your expertise. Roll up your sleeves and get to work. In general, follow The Reluctant Networker's Rule for joining groups: Only join if you have something to offer.

Those who serve the group are remembered. Those who spend their time and effort in addition to their money are the ones who are remarked upon.

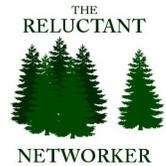
Guess what else? The people you meet while serving the organization are also going to be top-notch networkers and will be the ones most able to help you in the future.

And are they more likely to help someone who's just attending or someone who's participating?



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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