



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

Making Connections...
...with Confidence



In Networking, There's No Sitting and Waiting

You see them whenever you attend a networking event. They lurk at the back of the room. They're the first ones to the buffet line. They pick a table that has no one sitting at it. They eat their food, listen to the speaker, then are the first ones out the door.

You might wonder to yourself what they are doing. Why do they bother showing up at all?

They're waiting.

They're waiting for someone to come over and say hello. They're waiting for their clients to walk up to them. They're waiting for this whole painful gathering to be over.

They're waiting for "networking" to happen to them.

So at this point, two thoughts should be coming to your mind:

First, don't be them. Control your own networking destiny. Seek out the people you want to talk with. Make plans to meet tomorrow or the next day. Sit at the table that has only one or two seats left. First, accomplish your networking goal. Then sit and relax.

Second, help them. There's a good chance that the "sitter" is a new networker. They



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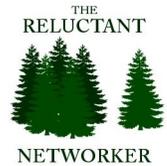
don't know that they need to set a networking goal. They desperately want someone to rescue them. Help them out. If they are sitting alone, grab the seat right next to them. If they are standing off to the side, walk up, smile, say hello and engage them in conversation. You will be a superhero in their eyes.

Sitting at a networking event is fine during the presentation (if there is one) and up to ten minutes before. Otherwise you should be on your feet making connections and meeting new people. Don't be the person who walks out of the gathering saying to themselves "What a waste of time. I couldn't find anyone good to talk with", when in fact you never looked in the first place.



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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>

Facebook: <https://www.facebook.com/pages/The-Reluctant-Networker/397296726083>

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



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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