The Reluctant Networker's

52 Networking Tips

Making Connections...
...with Confidence

THE RELUCTANT NETWORKER

How Much Networking?

If we had an unlimited amount of time, we could attend every networking event in our town or city, spend our mornings and afternoons meeting people for coffee, and eat lunch with a different contact every day.

Unfortunately, no one I know has unlimited time. So how do we determine how much networking to do?

Personally I've found two paths that you can follow:

First. You can spend a lot of time analyzing your business in detail. Determine how much money you want to make. Using that and your average sale price, figure out number of networking meetings you need in order to make those kind of sales (remember to look ahead by three to six months given the networking lag time). Next, do some calculations to figure out on average how many contact you'll need with the members of your network. Oh, you'll also want to figure in the number of events you need to attend in order to meet new networking contacts. I would recommend using a fairly sophisticated spreadsheet in order to analyze all of this data.

OR the other option is to make your best guess and adjust over time.

©2012 The Reluctant Networker, LLC

Many of us tend to gravitate toward option #1. In reality, though, this tends to lead not to better networking, but rather toward constructive avoidance. After all, we can't start until we've got it all figured out, right?

The second path allows you to get going. The next trick is to just keep track of what you do on a daily basis. How many calls? How many emails? How many events? After a few months you can look at what results you are receiving and decide which activities need to be increased.

The big challenge is not to let ourselves to be distracted by trying to create the perfect system before we start networking. Get going, first, then figure out how you can improve.

©2012 The Reluctant Networker, LLC

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

©2012 The Reluctant Networker, LLC

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

©2012 The Reluctant Networker, LLC