



The Reluctant Networker's
52 Networking Tips

Making Connections...
...with Confidence



How Much Networking?

"Happy Birthday" is the subject of my favorite networking calls.

Personally, I think everyone, no matter the age, deserves recognition on their birthday. I strongly suspect that deep inside each of us is a seven-year-old who still wants the cake and the presents and the friends and family all around.

You can bring someone a lot of joy by just giving that 7-year-old a little bit of fun on their day.

But how can you get their birthday? Personally, I use another old Jedi mind trick...

I ask.

Oh, I ask in a fun way, but I still ask. If they want to know why, I just tell the truth -- that I like to wish people a happy birthday and I can't if I don't know the day.

Of course, there are other ways. A lot of people list their date of birth in Facebook or one of the other social media sites. You can harvest a number of them through there. I wouldn't go for hiring a private investigator. That would be creepy.

When you do have that information, be sure to add it into your tickler file. I also add



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them to my Google calendar so that it comes up every year automatically.

Then you just have to call on the right day. Please note that I said "call". Sending an email, or a Facebook "wall message", or even a handwritten card isn't as personal as them actually hearing your voice. Trust me. It will only take a few moments and you may very well make their day.

Maybe almost as much as that new bike they got when they were 7.



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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