



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

Making Connections...
...with Confidence



Breaking the Pattern

A friend was telling me about some challenging folks he had run into at a recent networking mixer. One in particular he referred to as a "drive-by card passer". This woman basically ran from person to person forcing her business card into their hands. Instead of just ignoring her, his solution was to take her card, but then ask her who a good referral for her would be.

Apparently it stopped her dead in her tracks in confusion.

This was the perfect response. Whenever someone is following a pattern of unproductive networking behavior, simply break that pattern. The "drive by" obviously had never had anyone take an actual interest in her. When someone did, her programmed behavior failed her and suddenly she became a person.

That strong-arm salesperson with the bad case of "commission breath"? What would he do if every time he started taking you down his sales path, you gave vague answers, and then immediately followed up with a question about him? I'm guessing before long he would either give up, or turn into an actual human being and a decent conversationalist.

How about that guy who wants an introduction to the CEO of a local company? He's expecting a "no" or maybe a tepid "yes". What if you responded with an enthusiastic "I'd be glad to, but before I do, I'd like a chance to get to know you a little better. Could we meet for coffee sometime?"? You'll get to know this person a lot better and be able



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to introduce them to other members of your network who might be a good fit.

The folks who are exhibiting less-than-successful networking practices are usually doing it without malice. They simply don't know any better. Whatever the reason, by breaking their pattern, you may have an opportunity to help them become better networkers.

...an activity that could help your own network grow a lot faster.



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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