



The Reluctant Networker's
52 Networking Tips

Making Connections...
...with Confidence



Business Cards -- (Don't) Take Two

In the years that I've been networking, I've noticed a practice that I once used myself. In retrospect it seems kind of strange. I'd be at a Chamber lunch or a member reception -- the exact event wasn't particularly important. I would've just met someone and had a nice, but short conversation with them. Then as often happens, they would politely ask for my card.

And I would hand them two.

You see, someone somewhere had told me that this was a good idea. After all, that way they would have one for themselves and one for someone else, right?

Let's think that through.

A referral by its very nature is the act whereby one person effectively lends another person their reputation. If I tell you that Bob Smith is a great accountant and you decide to use him, you're doing so because you trust my judgment. If Bob messes up your taxes, not only do you distrust Bob, but my reputation becomes tarnished.

So what are the chances that someone you just met and spoke with for a total of five minutes is going to be willing to lend you their reputation?



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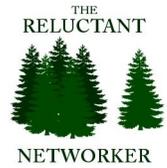
Now, after you've met for coffee a time or two and you wait until they ask, then you can pass them two cards (and when I say "they ask" I mean they specifically ask for more than one card). Remember, passing more than one card implies that you are expecting that other person to refer business to you. If your relationship isn't at that level yet, then you are only succeeding in making them uncomfortable and that's not good networking practice.

So, keep the extra cards in your pocket. Your printer might not thank you, but everyone else will.



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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