



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

Making Connections...
...with Confidence



Yes, But What Do You Prefer?

We've talked about the need to be precise when asking for referrals for your business. The same holds true for any networking request. Remember, being exacting in the description of what you want isn't for the purpose of cutting out opportunities. Instead, it's just letting people know what you would prefer.

Suppose that speaking engagements are part of your prospecting process. If you just say "speaking opportunities", though, then you'd be happy anytime you're in front of an audience, even if you're just haranguing passers-by in a public park. Maybe that does work for you, but I'm guessing you actually have something else in mind when you are asking for such an opportunity.

- How big of a crowd did you want?
- How long did you want to speak?
- Did you expect to be paid?
- Should the group serve a particular industry?
- Are you willing to travel? How far?

OK, so that's speaking. What about writing opportunities?

- Did you want to write for an association newsletter? A magazine? A newspaper?
- Local? Regional? National?
- How frequently were you planning on writing?
- Do you expect to be paid?
- What topics did you want to cover?



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

Making Connections...
...with Confidence



Even personal requests could benefit from a more detailed approach. What if you needed a recommendation for a doctor?

- Did you need a dentist, an eye doctor, a thoracic surgeon, or something else?
- Is this for you or someone else in your family?
- Do you need someone local? Where is that?
- Which insurance would they need to take?

In networking, specificity is the tool for us to ask for what we prefer. Take a few minutes before the next time you ask, to really narrow down all of the important details. Not only will it help your networking partners think of someone, but it drastically increases your chances that whomever they come up with will actually be the person you want.



The Reluctant Networker's 52 Networking Tips

Making Connections...
...with Confidence



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



The Reluctant Networker's
52 Networking Tips

Making Connections...
...with Confidence



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