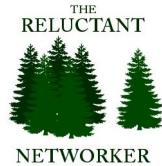




The Reluctant Networker's
52 Networking Tips

Making Connections...
...with Confidence



Be Brief and to the Point

I'm here to tell you a secret.

You've probably heard that you should come up with a "30-second commercial" or an "elevator pitch". This is supposed to be a relatively short response to the question "So, what do you do for a living?". The idea is that when asked, you can give this little presentation and it will so intrigue people that they will immediately ask to hear more about the fascinating world of software design, accounting, or whatever it is that you do.

Do you want to know the real reason?

It's to prevent you from boring the other person to death.

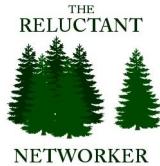
I ran into a young gentleman several months ago at a networking event. Without prompting, he took it upon himself, for the next forty-five minutes, to tell me in excruciating detail about his product, the reasons he built his product, who he would help with his product, why his product was the best on the market, how it differed from other products like it, how long he had taken to develop his product, and, apparently, how his product was designed to allow him to continue talking without drawing a breath or leaving a conversational gap anywhere so that someone trapped into talking with him would find no escape, no rescue, and no hope.

OK, so maybe I'm exaggerating just a little...



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...but not by much.

So, all I can say is, don't be that guy. Develop a brief response to the "What do you do?" question. Maybe include a 10-word description of your product or service and a short mention of who you help. Beyond that, just stop talking. If they want to know more, they can ask. Instead, the two of you can share more personal information about your interests and goals in life. They get to learn about you as a human being. Maybe you can set up a meeting for coffee later.

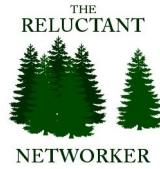
Then they'll not only learn about your business, but will be much more likely look for ways to help you succeed in the future.

And they won't have that glazed look in their eyes.



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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

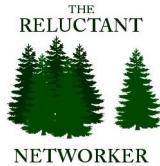
Originally a computer programmer, Greg Peters understands the challenges facing every reluctant networker. He also knows, however, that networking is a learnable skill. In 2009 he founded The Reluctant Networker, LLC and has since worked with clients in technology, finance, and sales to help them build 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