



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

Making Connections...
...with Confidence



You Don't Have to Network Alone

A lot of people hate walking into a networking event all by themselves. They feel like all eyes are upon them and they are vastly outnumbered. Wouldn't it be nice to walk in with a friend instead? Suddenly they aren't alone in a room of strangers.

So, why not do that?

Actually, networking with a partner can have a variety of benefits, if done properly. The main thing to remember is that you and your friend are not there to network with each other. You are there as a team to augment each others networking efforts.

So what sorts of benefits could you gain from having a "wingman"?

1. **Accountability before.** You are far less likely to skip the event if you know your buddy will be there waiting for you.
2. **Accountability after.** You can each report to the other as to how well you did with your networking goals for the event
3. **Education.** An experienced networker can teach the novice a lot about good networking practice just by being a good example.



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4. **Coverage.** With two of you working separately you can cover more of the room and have the opportunity to meet more people who would be good to add to your networks.
5. **Introductions.** If one partner has attended this event in the past, they can introduce all of the people they know to the other partner.
6. **Relationship Strengthening.** Working together as a team will strengthen the ties between partners, despite the fact that they aren't be networking directly with each other.

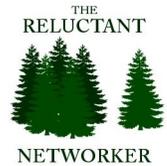
With all these benefits it almost doesn't make sense to attend an event alone. So, take a look at your calendar and see what you'll be attending in the upcoming weeks. Then take a look at your address book to see who would benefit from attending with you.

Even if they decline, they know you were thinking about them and their success. Chalk one up in the "win" column for you!



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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