



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

Making Connections...
...with Confidence



When to Use the Golden Rule in Networking

"Do unto others..." is a great rule to apply to networking -- in general. Believe it or not, it doesn't work in all situations. Here's what I've noticed.

When it comes to networking technique or how we treat others, the Golden Rule actually works out pretty well. I think a lot of networking events would be happier places if the attendees kept this in mind. Think about it. Do you like it when someone forces their business card on you? How about when someone tries to sell their widget to you? When someone monopolizes the conversation? I think for most of us, the answers to these questions would be a resounding "No!" That being the case, what's the likelihood that any other person we meet would like it? I'm guessing not very.

So, when does the Golden Rule break down?

Well, I don't want to say it breaks down so much as it's superseded by the Platinum Rule ("Do unto others as they want to be done unto"). This happens in cases where we are trying to satisfy their needs. Before we attempt it, we really must take the time to understand what those needs might be. They might not be the same as ours. Does your networking contact need a referral for more business? Maybe. Or maybe he is currently working over-capacity and really needs to find new employees to help service his current client load. Does she want a speaking opportunity, or is she more comfortable with an opportunity to write for publication?

Does he want someone to hand him \$10,000, no strings attached, or ... OK, yeah,



The Reluctant Networker's
52 Networking Tips

Making Connections...
...with Confidence



probably no one's going to turn that one down.

Still, keep in mind that the Golden Rule will only take us so far. After that we really do have to take a genuine interest in the other person to make sure our actions produce the results we want -- a stronger connection and a stronger network.



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