



The Reluctant Networker's
52 Networking Tips

Making Connections...
...with Confidence



Networking Partners: Who Should We Bring?

I've spoken in the past about the many benefits of inviting a partner to attend a networking event with you. From keeping each other accountable to helping out with introductions, the combination of your networking skills will be much greater than the sum of the parts. Let's talk about who would make a good partner.

1. **Make sure the venue fits.** If they are trying to focus on international import/export firms, probably the local Chamber won't be as useful for them as it is for you.
2. **Choose from your networking connections with whom you've had at least one or two meetings.** If you haven't met with them at least a couple of times, then you won't have enough familiarity with their networking goals to know if the venue is appropriate.
3. **Choose from your connections whom you have met with recently.** You want to work together as a team to meet other people. If you haven't spoken in a while, you'll be tempted to spend all of your time catching up with each other instead of making new connections.
4. **You'll definitely want someone who shares your networking beliefs.** If your erstwhile partner is looking to land a signed contract instead of developing long-term relationships, you might be better off working alone.



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5. You must be able to trust them to show up on time and be presentable.

Remember that most of the time you will only attend one or two events with a given partner. These are going to primarily be for the purpose of one of you introducing the other to a new networking venue. Conceivably, though, there is nothing standing in the way of having a regular partner. They could help you keep on track with your networking goals, just as you might have a workout partner to help you keep on track with your fitness goals.

Now you just have to look through your address book and send out an invitation or two to plan on tackling the networking world together.



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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