



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

Making Connections...
...with Confidence



Make your networking timely

Networking at a snail's pace is a good way to limit your success. Waiting to call or write or meet for coffee mainly only accomplishes one thing. It helps them forget you. In fact there are a number of areas in your networking practice which benefit from prompt action.

Follow-up after a first meeting. You've attended the event. You've asked for and received a few business cards. Now you just have to follow up. Assuming you didn't schedule your next appointment while you were still together, remember that those cards have an expiration date. My rule of thumb is one day for every two minutes you spoke with them. After that, you will essentially be making a cold call.

Follow-up after a coffee. Everyone likes a quick email acknowledging that they spent some valuable time with you. Even more important, if you promised information or a contact to the person you met, be sure to provide it as soon as you can -- definitely within the week. They might not hold it against you if you don't do as you said, but you are missing out on a chance to make yourself someone whom they keep at the top of their mind.

Follow-up on a referral. OK, this one might seem amazingly obvious, but believe it or not, there are people out there who don't respond to a referral immediately. They let it sit in their email inbox and when and if they eventually follow up on the opportunity, they discover that the chance has gone cold. Then they can only complain that they never had a chance.



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And guess how likely it is that the same person is going to pass them any more referrals?

What it all comes down to is constant, timely communication. Like a good joke, you have to have your timing just right. Mess that up and no one will be having any fun.



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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