



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

Making Connections...
...with Confidence



Follow Through on Follow-Up

One of the fundamental rules of attending a networking event comes into play after the event is over. If you miss out on it, then you might as well have stayed home and not wasted your time or money.

The rule, of course, is that you must follow up.

Even the best networkers have a few business cards from people lying around that they really meant to get in contact with. The trick to minimizing that pile is to have a system that you use to follow up. What you choose should do the following:

1. **Be easy.** If it isn't easy to do, then you will never be able to maintain a habit of doing it.
2. **Be personal.** Doing a form letter or email will actually work against your goals. Just like résumés, the mechanism must be crafted to fit the individual you want to contact.
3. **Be specific.** If you would like to set up a meeting with someone, just come right out and say so. Neither you nor they have time to beat around the bush.
4. **Be appropriate.** Likewise, if you want to set up a meeting with someone, probably a hand-written note isn't the mechanism you should choose.



The Reluctant Networker's
52 Networking Tips

Making Connections...
...with Confidence



Something more immediate, such as an email or phone call would be more appropriate for the goal.

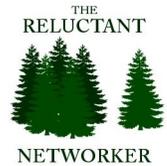
5. **Be fun.** OK, this is a tough one sometimes. Often this process feels very similar to cold calling, which nobody likes. Remember, though, you are contacting them, not to sell, but to see if they would like to be friends. Maybe you can tie in some sort of small reward for completing the task.

Whatever system you come up with, you must develop it into a habit. The practice of following up is the only way you can turn those transient meetings into true networking gold.



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>

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 for us again anytime!"

~ Mark Tremper, Downriver Community Federal Credit Union



The Reluctant Networker's
52 Networking Tips

Making Connections...
...with Confidence



“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