



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

Making Connections...
...with Confidence



The Ever-Evolving Networker

One of the traits of the great networkers I've spoken with is that they're always looking for new ways to make their networking practice more effective and efficient. Now, just as with any other area of our lives, change is a process. For best success we should focus on one habit that we want to acquire. So what habits should we make a part of our practice?

Metrics and Records: Pick one new thing to measure or record on a daily basis. Are you going to maintain your scorecard? How about checking your results? Perhaps you would prefer to update your tickler file or set up your daily networking log page. Whatever it is, remember that what gets measured, gets improved.

Behavior: Maybe you are good about sending email, but you don't make that many phone calls. Maybe you'd like to send more hand-written notes. How about making a greater effort to find referrals for your network?

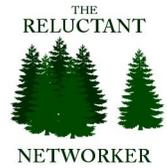
Technique: When was the last time that you asked someone about their interests as opposed to what they do for a living? Maybe you'd like to try describing your business in a new way. Could you come up with a more specific and clear way of telling someone about your target market? Could you practice it daily?

Information: Are you known as an expert in your business? Are you providing some of your information for free? How about a daily writing practice? Could you spend time on



The Reluctant Networker's
52 Networking Tips

Making Connections...
...with Confidence



a daily basis preparing new presentations to give to interested groups? Here's an easy one: Look for an article each day to send out to some member of your network.

The cool thing about consistently practicing a behavior on a daily basis is that after about three or four weeks, it is easier to continue following the behavior than it is to stop doing so. Before you know it, you'll be one step closer to networking mastery!



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