



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

Making Connections...
...with Confidence



The Old Bait and Switch

I'm going to put out a warning to anyone who's just starting out in their networking practice. Please, be aware of the bait-and-switchers. These are the folks who give networking a bad name, because they invite their victims to an event or to a one-to-one meeting with the goal of wrestling them to the ground in order to sell to them.

I had one gentleman invite my wife and I out to breakfast, "to get to know us better". When we arrived he had a multi-page questionnaire which included detailed questions about our current financial state. It turns out, he was trying to get us to hire him as our financial planner. Really? And you think we're going to trust you with our money on a first meeting?

I don't think so.

Then there was the guy who invited me out to lunch, again, ostensibly for the purpose of seeing how we could network together. When I got there, though, he tried to put the hard-sell on me to join his multi-level marketing downline.

Do people still respond to that kind of manipulation?

An acquaintance of mine told me of a time that she attended what was billed as a "monthly networking event". When she arrived, the host turned the event into an opportunity to sell his line of self-help videos. Needless to say, she didn't stick around for the rest of the session.



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This is the Dark Side of networking. This is where duplicitous skills cast their net in hopes of snagging fresh meat to throw into the grinder.

If you think they are acting this way out of ignorance, the best thing you can do is stop them and ask who they are trying to reach and how you can help. Help them to understand that an advocate in their corner can bring them more business than they can on their own.

If, however, they are acting with full knowledge of the deceit they are practicing, get the word out. Let folks know that they are walking into a bad situation. Don't worry about losing the good will of the bait-and-switcher. A relationship with them simply isn't worth the trouble.



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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