



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

Making Connections...  
...with Confidence



### **Look for Friends, Not Free Advice**

I read a blog post not long ago talking about a recruiter's difficulties with people who probably thought they were networking. In reality they were trying to get free advice and work without bothering to even establish a relationship first.

This is a danger for every networker. After all, we're supposed to be "making friends", right? And friends do favors for friends, right?

Yeah, well friends don't take advantage of friends, either.

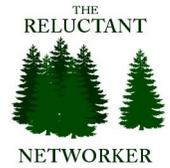
So, how do we make sure that we aren't one of these -- let's call it for what it is -- users? Here are a few rules for our first meeting with another person, whether it's at a networking event or a one-to-one:

- **Don't lead with your need.** Unless we are sincerely interested in paying them for their services, our initial conversation should be about them and their needs.
- **Ask about their business, not for their effort.** Asking them about their experiences as a tax accountant is an entirely acceptable path for the conversation. Asking them for advice about our particular tax issue is not.
- **Person before business, not the other way around.** Remember, though you might need tax advice, you are still speaking to a person. They will know if you are chatting with them for ulterior motives.



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**Even if they offer, we should acknowledge that we recognize this is something they do for a living and to let us know if we cross over that line. After all, the relationship we're building is far more valuable than any free advice we might get.**



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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