



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

Making Connections...
...with Confidence



Showing Selective Vulnerability

"People tend to do business with those they know, like, and trust." How many times have we heard *that* particular phrase? Of course, it is true, so that's probably why it gets trotted out so often. Still, ironically, a lot of people have problems with the concept. Their biggest challenge?

They don't want anyone to know them.

OK, I don't mean that in the literal sense. Of course, they want people to know them -- or at least know *of* them. The problem is that they try to maintain a "professional" demeanor in all situations. They never reveal any aspect of their personal lives. What they don't realize is that this behavior leads to "positional" relationships -- the weakest of all networking connections.

In order to be a truly successful networker, you must allow your networking connections to have some limited access to aspects of your personal life. In a phrase you need to show "selective vulnerability".

Now, I don't mean that you have to be an open book. Some mystery is still good. Your latest skin condition is probably a topic best kept under wraps. Talking about the joys of your favorite hobby? Probably safe.

Basically, consider the kind of information you would feel comfortable hearing from a



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close acquaintance. Those are the topics you can probably share to be more "personal" without worrying too much about being "unprofessional".

Remember that any good networking relationship is really just like a friendship. Until that other person knows who you are, beyond your job, they won't have the basis for a good, strong connection. Opening the door just a crack to let the other person in will go a long way toward building a network that can support you, no matter what lofty heights you are trying to reach.



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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