



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

Making Connections...  
...with Confidence



### **Don't Despise Small Beginnings**

Too often I've seen people try to start out networking (or even attempt a new technique) and expect themselves to "hit it out of the park" right from the start. This can lead to a lot of frustration. Instead, I recommend setting the bar as low as possible at first. If you've never attended a networking event before, expecting to come back to the office with an actual signed contract (or return home with a new job) is unrealistic.

Heck, even expecting to make two new connections might be too much to expect right at the start.

**Make your initial goals as simple as possible and yet still have meaning. If you are attending an event, set a goal to practice just one technique of networking at a gathering (like showing up ten minutes early, for example). If you can achieve that one thing, then the event is a success.**

I know it sounds like we are "dumbing down" the process in order to make ourselves feel good. Ironically, though, just achieving success in one simple area can end up showing results almost immediately. Take the example of showing up early. If you can achieve this, then it's far more likely you will feel comfortable walking into the room in the first place. Also, given that there are likely to be far fewer people there when you arrive, you are much more likely to strike up a conversation with one of them -- a good start for a new networking relationship.



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Of course, over time, you will add more techniques and skills to your repertoire. You will develop systems to refine your process and your results. Each will build on the layers you've already established until you will be networking with a skill which would have seemed impossible to you that first day you walked into the Chamber networking lunch.

In the martial arts, they don't expect a white belt to break boards with a flying side kick on the first day of class. Give yourself the same leeway as you train for your networking Black Belt.



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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