



The Reluctant Networker's 52 Networking Tips

Making Connections...
...with Confidence



Share the Unwritten Rules

When it comes to inviting a guest to attend an event with you, if you want it to be more than a one-time thing, be sure to help them prepare as much as possible.

Unfortunately, the unwritten rules of the group can be a real obstacle to that effort. You might want to tell them about the following:

- **Date and time.** Beyond the obvious, do a lot of people tend to show up early in order to network before the official event? Do they stay late? Don't let your guest miss out on some of the best networking because they only show up for the advertised time.
- **Location.** Again, beyond the obvious. Where is the parking and how much does it cost? How long will it take them to get there? Is there any construction along their route which might delay them?
- **Dress code.** Little will make someone feel like more of an outsider than if their level of dress doesn't match that of the rest of the group.
- **Agenda.** Knowing when things are going to be happening can go a long way toward helping a visitor feel more comfortable.
- **Special preparations.** Will they be introducing themselves? What are the constraints on that? Will they be presenting an issue for peer counseling? They'll probably want to know about that.



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- **Materials.** One event I attended expected you to pass a stack of cards around the table, so each person could take one. I wasn't prepared for that and I ended up missing the open networking as I filled out my contact information on about 15 blank cards.
- **Forbidden behaviors.** Some groups don't allow you to pass your card during their meetings. Others don't permit a guest to sign in without an accompanying member. Be sure to inform your guest. No one enjoys the results of stepping on another person's taboos.

The main thing to remember is that you want your guest to feel as comfortable as possible. Giving them the lay of the land can go a long way toward easing their apprehensions. Just a little bit of effort on your part can be the difference between a one-timer and a life-timer.



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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

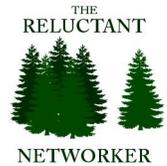
Originally a computer programmer, Greg Peters understands the challenges facing every reluctant networker. He also knows, however, that networking is a learnable skill. In 2009 he founded The Reluctant Networker, LLC and has since worked with clients in technology, finance, and sales to help them build 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