



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

Making Connections...
...with Confidence



Open the Toolbox

If you had a hammer in your toolbox, why in the world would you use a rock to pound in a nail? You wouldn't. So, why do people treat their network like a locked toolbox?

Networking is the process of creating a resource for future success in both your personal and professional life. I believe this and hope I've managed to convey it. You build this resource through service to others, through the connections you make, and the relationships you develop.

So, do something with it.

Don't just build the resource to brag about the number of people in your tickler file or address book. That's like bragging about the number and quality of tools in your toolbox while your house is falling down around your ears. Start using it to make your life, your community, and your world a better place. Too many of us, when we get used to the idea of the importance of giving, forget the flip-side of the coin -- the importance of being willing to receive.

"Oh, but I don't want to impose." I can hear you saying.

Tell me, when a good friend asks for a favor, do you feel they are imposing or are you excited by the idea that you can help them?



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Why do you think you are somehow different in this?

Don't think I'm leaving myself out of this cautionary message. I've absorbed the "Better to give than receive" programming as deeply as anyone. One of the ways I'm trying to grow my business is through presenting to businesses, organizations, and associations. Do I always remember to ask my networking contacts for help? Nope.

Did I mention that I'm not perfect?

Take a few minutes right now to know what you want to ask of your network. Then, the next time you are chatting with one of your contacts, if they ask how they can help, be sure to tell them.

Give them the gift of getting to be the hero for a change.



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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