



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

Making Connections...
...with Confidence



Feeling Networking Guilt

In the past I've talked about re-connecting with members of our network whom we haven't seen in a while. I've always maintained that feeling guilty about not having been in touch can't be an excuse for not contacting them. In fact, you really have no reason to feel guilty. After all, they haven't contacted you, either.

That being said, there is a point at which you should feel rightfully guilty. That's when the last time you spoke with the person in question, you promised to do something for them...

...and you didn't do it.

In this situation, it's completely understandable that you would feel uncomfortable talking with them. I mean, after all, who really wants to have their failures thrown in their face? But, guess what?

You have to contact them anyway.

In networking, your reputation is everything. Maybe they don't remember what you promised, but maybe they do. If so, and you don't get in touch with them and follow up like you said you were going to then they can't trust you with anything more important -- like their own reputation. That would basically remove one of the major reasons for networking, right?



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So, as a good networker, here's what you have to do:

Call them up.

Apologize.

Tell them what you're doing to make things right.

Believe it or not, admitting you're in the wrong is fairly easy and painless. You might even make more "points" for whatever it was that you promised than if you had done it right away from the start (not that I'm advising messing up intentionally).

Bottom line? If you're in the wrong, grow a spine, admit it, and make it right. The strength of your network will thank you for it.



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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