



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

Making Connections...
...with Confidence



How Long is Too Long Away?

We've all done it. We meet someone at a networking event and really hit it off. We get together once or twice for coffee. We exchange an email or a phone call or two and then...

... nothing

One or the other (or both) of us forgets to maintain the contact and the next thing you know, two years have gone by and you feel a nagging twinge of guilt each time you see that persons name.

Ah, well, what are you going to do? It's too late to get back in touch with them, right?

Maybe. But then again, maybe not.

In reality, it's a lot easier to revive a neglected relationship than it is to start a brand new one. Putting forth just a little effort on your part now will mean all of your work in the past to develop the relationship won't have gone to waste.

Of course, if you had a valid reason for letting the relationship lapse (such as the other person turned out to be an axe-murderer), then just let sleeping dogs lie.

Assuming, though, that the relationship is worth saving, really all you have to do is call



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or email and say something to the effect of "Hey, Bob, I was just going through some old emails and I came across your name. I apologize that I haven't called you in a while. What's been going on lately?" Remember, they haven't called you either, so by making the first move, you're letting them off the hook

Nothing like making someone else feel good by letting them know you've been thinking about them.

So, make some time in your daily networking activities to renew some old acquaintances. You'll never know when one of them will say. "Y'know, I'm so glad you called. I'm looking at a project right now that we could really use your help on."



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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>

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



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build a strong Downriver community! We would love to have you come back to speak 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