



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

Making Connections...
...with Confidence



That's a Good Question

One of the best things a good networker can do is to come up with an arsenal of useful questions. These should be the ones which help you learn more about the other person and perhaps discover ways in which you can help each other.

One of my favorites, and one which almost inevitably gets an interesting response is:

"So, if I'm chatting with someone, what might they say or do that would tell me that they are the perfect client for you?"

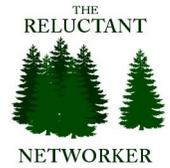
I've found that this is a lot better than simply "What is your target market?" In answering the question, the person you are talking with will tell you how to find who they really want. For example, if they told you that they wanted people with back pain, well, you might be able to pick up on that. If instead they say to listen for the phrase "I was out golfing this weekend and, boy, am I sore!" you are much more likely to pick up on that cue or something similar.

One caveat with this one: Most folks haven't thought about their business this way and they may be a bit flummoxed as to how to respond. This would be a good point to give them an example for your own business. I might say something like "Don't sweat it. I had to think about this one at first, too. Here's what I came up with: If you hear someone say that they're scrambling because their speaker canceled on them at the last moment. They would probably be a good person to send my way."



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In any case, you should already have your own answer for this one, because it's highly likely that they will turn it around and ask you (which is what you want anyway, right?).

So, how would you respond to that question?



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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