



# The Reluctant Networker's 52 Networking Tips

Making Connections...  
...with Confidence



## Setting Goals

We've talked about setting networking goals for attending events. You know, the ones where you decide beforehand that you are going to meet two new people and get their business cards or connect two other people with each other. There are a few other networking goals you might want to consider.

- **Daily/weekly behavior.** Especially if you are using a scorecard, you might set yourself a goal for a certain number of points. If you aren't using a scorecard, maybe it's the number of emails or phone calls.
- **Re-connections.** We've all let people slip out of our professional lives. How much stronger could your network be if you set the goal to re-connect with one of these folks each week?
- **Reading.** There are tons of books, articles, and blogs about networking out there. How much better would you be at the practice if you took even fifteen minutes a day to read something in the area?
- **Overall.** Why are you networking? Are you growing your business? Making sales? Looking for a job? Looking for employees? Seeking contributions? These goals will inform where and when you will do your active networking.

**No matter what goals you set, remember one thing: When it actually comes**



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**time to network, you will have to set aside your goals temporarily. Until you bring value to others' lives, they aren't going to care what your goals are, nor are they going to go out of their way to help you. Even afterwards they still might not be willing or able to help. Ideally, that shouldn't matter as you are giving to give, not giving to gain.**

Take some time to set goals beyond the networking event and you'll be surprised at how much further your network can take you.



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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