



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

Making Connections...
...with Confidence



How Can I Help?

I've often spoken about the importance of asking good questions when networking. Today I want to focus on one of the most important ones:

"How can I help?"

More specifically, let's look at a variety of ways we can ask it and which ones might be better to use than others.

- Let's start with the obvious: **"How can I help?"** and other similar ones. Of course, none of these are bad questions. They all convey your concern to the other person. The only downside is that they can also cause the other person to freeze, since they don't know what you are offering.
- **"Who are you trying to reach?"** -- I like this a little more because it's more specific and therefore more likely to jog someones memory. It can still cause someone to freeze up, but you can help by asking if they are trying to meet a specific person, a position within a specific company, or one of a group of people.
- **"Who is your perfect client?"** -- Where the previous question was an attempt to help them extend their network, this is a specific offer to help them get business. Unfortunately, despite the value of having a focused target market, many people will have a tendency to be a little too general. Be prepared to help



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

Making Connections...
...with Confidence



them narrow things down with some follow-on questions.

- **"What are your plans for the year?"** -- This is probably one of my favorites because it focuses on the ultimate outcomes. You help them chart the journey toward those goals and maybe connect them with some help along the way. This ends up being a big win as far as strengthening the relationship goes.

The best networkers know their success is dependent on how well they can help other people succeed in their own lives. The best way to know how to do that is to ask. While the person we are trying to help may not always know the answer, sometimes just our asking can take them in a direction that they may not even have considered -- and that may be enough in itself.

So go ask some questions. You might be surprised at how quickly you can help the members of your network.



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

Making Connections...
...with Confidence



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



The Reluctant Networker's
52 Networking Tips

Making Connections...
...with Confidence



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