



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

Making Connections...  
...with Confidence



### **Goal-less Networking**

A couple of years ago I attended our local Chamber's Year Ender networking event. This is usually a huge party with lots of great food and refreshments and lots of great people to help me make my networking goals for the evening.

If I had set any.

Yes, I will confess right now that I walked into that event without a single networking goal in mind. It had been a long day, filled with time-wasting frustrations. In fact, I was walking into the party more than a little late. So, for a change, I decided that I was just doing this one for fun. This one was going to be just a great social occasion for me -- a chance to catch up with some old friends.

OK, so, yes, that *is* technically a goal. It's just not my normal goal to meet and connect with two or three interesting *new* people. In a way, I was setting the goal bar low enough that I was bound to succeed.

Then a funny thing happened: Networking.

I reconnected with people whom I knew and chatted briefly. Some I hadn't seen for a while. Others I had seen more recently. Either way I got to hear about the successes they'd been having. Others introduced me to people I'd never met before. I even made a couple of introductions myself.



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All in all it was a remarkably successful networking event.

As an aside, don't let my behavior in this one instance be any indication that I think this is a good idea in general. In general, part of attending an event is setting serious goals which will help you extend and strengthen your network. Grabbing a handful of cookies from the buffet certainly does *not* fall under that category.

**So, what's my take-away on this one? I guess it would be that sometimes, *just sometimes*, if you've established yourself in your network and you have an otherwise regular networking practice, you can attend a networking event "just for fun".**

And the cookies *were* remarkably tasty.



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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