



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

Making Connections...
...with Confidence



Giving Them a Big Hug

If you looked through my photos from our trip to Disney World, you might notice a common theme. It usually involves my daughter running up to some sort of fictional character and giving them a big hug.

Kaylie decided early on that every character deserved her love. At one point we happened to bump into the Queen of Hearts from Alice in Wonderland in a back hallway heading offstage. Kaylie and the Queen spent a few minutes curtsying to each other (after the requisite hugging, of course). After the Queen had retired to the backstage area, her handler came back out to tell us that the Queen had really loved seeing Kaylie and it had made her night.

I'm not telling you this story in order to brag about my child -- or at least not *just* to brag about her. The point I want to make is what if we applied this same level of enthusiasm to our own networking? Oh, I don't mean to go up and hug everyone we meet, but what if we actually treated them as if we were happy to see them? Even better, what if we actually were happy to see them?

So many people view networking as a task to be accomplished -- and the sooner the better. Here's the thing, though: If we actually take the time to enjoy it and treat those we meet as true friends whom we are overjoyed to see again, networking would be, first, a heck of a lot more fun to do. Next, it would also tend to be a lot more productive. Treating other people as valued



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members of your life endears them to you and makes them a lot more likely to be looking out for your interests -- especially since you will also be looking out for theirs.

Take a page from my daughter's book. Dig deep and imagine what you would have felt as a child meeting one of your idols for the first time. Now take that emotion and apply it to the connections you make through networking. You'll be amazed at how much further it takes 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