



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

Making Connections...
...with Confidence



What's Your Definition of Networking?

One of the challenges of talking about networking is the general lack of a unified definition. If one person is thinking networking is about sales and the other thinks it is about service, they might find themselves working at cross purposes. Here are some of the definitions I've found.

Networking is...

- **...sales.** These folks believe that their whole goal in networking is to walk away with a signed contract. Unfortunately, they focus on targeting others as prospects as opposed to potential referral sources.
- **...making friends.** Actually this isn't a bad one. For some, though, it's too "touchy-feely" and doesn't have enough focus on business.
- **...the process of developing mutually beneficial long-term give and take relationships.** I think this one hits the mark pretty well. Unfortunately, it's a bit of a mouthful.
- **...marketing.** These people want to spread the word about their product or service. That's fine, but I think it only looks at half of the equation. Good networking also means spreading the word about other people.
- **...using people.** Honestly and truly I heard someone use this as their definition



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of networking. All I can say is to steer clear of these folks. They are poison.

- **...working the room.** I've never particularly liked that phrase. It kind of hearkens back to the old style of networking where the whole goal was to pass out as many business cards as possible. It ignores the long-term commitment necessary to develop truly profitable trust-based relationships.
- **...service.** These folks I can work with. Their focus is on how they can serve a particular group, both in what they sell, but also in any other value they can provide.

Whatever your definition of networking, be aware that not everyone shares it. Of course, stick with your own beliefs about the best way to do things and maybe your success will be the best argument for bringing them around to your way of thinking.



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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