



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

Making Connections...
...with Confidence



Good Neighbors, Good Networking

One of the qualities the best networkers share is a willingness to give without expectation of return. They pass referrals, do favors, make recommendations, even pay for lunch, and never once do they stop to keep score. Somehow they know that the "score" will take care of itself in the long run, so there's no real reason to push things along.

Interestingly, one place I've seen this is around our neighborhood. I've seen one neighbor shoveling another's driveway. People on our street watch each other's pets and houses. That older couple from up the street will often stop by our house to drop off coupons that we might need.

Here's the thing. In all of the times I've seen one neighbor help another, not once did I hear the good Samaritan say, "Glad to help out. Next time I expect you to help me." It just doesn't happen that way. We each do things for the others just because it's the right thing to do. As a result, our neighborhood tends to be a fairly friendly one and the giving and receiving of favors only strengthens our ties.

I once met with a potential networking partner who promised to help make my membership in the local Chamber of Commerce pay off. We met at her office and she offered me some good strategies. As I was getting ready to leave, though, she looked at me and said, "Now that I've helped you, I expect a certain reciprocity. I'd like you to



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refer me to a few people you know."

That one statement made me so uncomfortable that ever since then I've kept her at arm's length. It's a shame, too, since I'm sure we both could have benefited from a closer relationship. Maybe she would have been better off if she'd lived in my neighborhood and learned to give together like we have.



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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