



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

Making Connections...
...with Confidence



The Stuff in the Back of the Refrigerator

You know how sometimes you make dinner and it turns out pretty good -- not great, but not bad, either? You put the leftovers in a container and stick it in the fridge. You can heat it up for lunch tomorrow. Tomorrow comes and goes and you're not in the mood to have it again so soon. Maybe the next day.

This continues, day after day. Each day you check it. You aren't really interested in eating it anymore, but it hasn't gone bad, so you hesitate to get rid of it -- after all, you might get snowed in or something and then where would you be?

In the end, it eventually does go bad and you finally throw it away. For all the checking and guilt and stress it caused you, you would have been better off not saving it in the first place.

This happens in networking all the time.

You go to a networking event. You collect some cards. They aren't great connections, but they aren't terrible either. You put the cards on your desk so you can contact them the next day. Tomorrow comes and goes and you find you're really a little too busy to reach out. Maybe the next day.

This continues, day after day. Each day you notice those cards sitting there, waiting for your attention. You realize that you really aren't interested in following up with these folks, but you hate to throw out the cards, after all, one of them might be a potential



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referral source.

Ultimately, you end up throwing out the cards because it's been way too long and they wouldn't have a chance of remembering you. For all the guilt and stress it caused you, you would have been better off not taking the cards in the first place.

What it comes down to in both cases is a certain amount of self-honesty. Whether it's food or that guy you met in the buffet line, you have to be honest enough with yourself to know that if the chemistry isn't there, then you aren't ever going to have enough desire to revisit that experience again.



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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