



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

Making Connections...
...with Confidence



Magic Moments

I watched Kaylie's face as the world spun past and I knew this moment was one of the special ones -- never to come again.

She and I were down at Disney World together. It was just the two of us enjoying the carousel behind Cinderella's castle. She was three and a half.

That moment is indelibly imprinted on my memory. I knew, even if we came again in some future year, she would never see the world with quite the same magic in her eyes.

Our relationships, both personal and professional (in fact, they're all personal, right?) are made up of just such memories. Magical moments that stand out above the everyday.

Do you think our networking partners remember that conversation we had about the weather? I'd guess not. They will remember when they found out that we share a common passion for Civil War re-enactments. Do they recall talking about what they do or how their business is going? I doubt it. There is a good chance they remember us connecting them to that big new client. Do they care which coffee shop you first met at? Nope. But they will remember the first time you introduced them to that caterer who took amazing care of their daughter's wedding reception.



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We want to look for those magical opportunities with our networking connections. They aren't always the big things, but they will stand out from the ordinary and usually they simply show that we care. This is kind of the point of the one-to-one. Of course we are trying to get to know them better. We want to know more, though, so we can better help them and make ourselves and the relationship we are building remarkable in their eyes.

Does Kaylie remember all the times I made her cereal for breakfast? Does she remember any particular time? Probably not. As of right now, though, she remembers that carousel.



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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