



The Reluctant Networker's
52 Networking Tips

Making Connections...
...with Confidence



Setting Self-Dependent Networking Goals

I'm a strong proponent of setting goals in your networking practice. Starting with simple goals for attending events, to larger ones about the levels you will reach on your networking scorecard, goals help us achieve the levels of networking activity that we need to accomplish what we desire in life.

One thing I am careful about with regard to these useful tools: I try to make sure that any goals I set are almost completely dependent on my actions, not the actions of others. Anytime we try to break that guideline, we are setting ourselves up for a lot of frustration.

For example, setting the goal to receive four referrals each week is probably not the best way to go. **How can you control whether someone has a referral for you?** Maybe a better option would be a goal to ask for a referral once or twice a week.

A limiting goal might be to have five people call you for coffee over the next month. A better one would be for you to call five people to arrange a coffee.

Setting a goal to sign \$100,000 in contracts might not lead you to happiness and contentment. Setting the goal to record your networking scorecard each night to make sure you are maintaining the networking levels that should lead to those contracts would probably be a more achievable one.



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In general, to avoid frustration and the resulting abandonment of goal-setting, stay away from setting goals that depend on someone else's behavior. Really, the only one you can take responsibility for is yourself. Any improvements in your networking practice, therefore, have to come from setting the bar on your behavior.



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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>

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 for us again anytime!"



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~ 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