



REVENUE
through
RELATIONSHIPS

Networking Checklist

Networking can open you up to new opportunities, relationships, and more. But you have to know what you're doing, or your attempts may quickly become an exercise in futility. Follow these tips to sharpen your skills and make networking work for you.

The Basics

Before you can become a better networker, you've got to master these essentials.

- Always introduce yourself**
- Shake hands**
- Bring lots of business cards**
- Outline your goals**
- Be genuine**
- Stay positive**
- Keep a generous mindset**

Your Body Language

When you're meeting with others, it's important that you convey yourself in a friendly, but professional manner. Make sure you're communicating the right message with these body language tips.

- Maintain good eye contact**
- Smile**
- Lean forward**
- Stand confidently**
- Walk like you know where you're going**

Looking Inward

Much of networking takes place with people you don't know too well, but strong relationships can be built upon with people you already know. Use these tips to help build your network through those that are already close by.

- Go to company events**
- Seek out a mentor**
- Start a happy hour group**
- Organize a company picnic**

Choosing Groups and Contacts

You can't, and shouldn't, attempt to join every group possible to talk to every person you possibly can. Rather, focus on the ones that matter using these tips.

- Define what you're looking for**
- Visit a variety of groups**
- Be strategic**
- Join a news group**
- Get targeted**

Conversational Skills

Keep others engaged and interested by developing your conversational skills with these tips.

- Ask open-ended questions**
- Have a concise description of yourself**
- Ask lots of questions**
- Be clear**
- Start small**

Shaking Nerves

Networking is a little daunting for introverts, but these tips are designed to make you feel a bit more relaxed at networking events.

- Be a volunteer**
- Dress comfortably**
- Call when your energy is highest**
- Show up early**
- Remind yourself of your worth**
- Bring a friend**
- Go to events with a purpose**
- Know what to say**
- Take a break**
- Go one step at a time**

Getting Connected

Use these methods to find new people to network with.

- Stand close to the entrance**
- Pick a nametag**
- Seek out loners**
- Hang out near the grub**
- Diversify**
- Don't sell at meetings**
- Differentiate yourself**
- Stay active**

Business Cards

These are just a few ways you can use business cards more effectively when networking.

- Make notes**
- Never deal out cards impersonally**
- Get creative**
- Carry them everywhere**
- Be generous**

Relationship Building

Once you've made initial contact, use these tips to forge strong relationships with your new networking partners.

- Make good**
- Always follow up**
- Find common ground**
- Offer something**
- Share your contacts**
- Focus on quality over quantity**
- Go slowly**
- Offer introductions**
- Form an inner circle**
- Find the right person**

Following Up

Keep things going with these follow-up tips.

- Say something interesting**
- Make future plans**
- Follow up quickly**
- Call just to say hi**

Cashing In

Once you've got strong networking relationships in place, take advantage of them using these tips.

- Don't wait until the last minute**
- Reciprocate**
- Don't be selfish**
- Ask for advice, not favors**

Going Further

Take networking to the next level with these tips.

- Be a leader**
- Become a resource**
- Go low tech**
- Create a newsletter**

BONUS:

Online Networking

Take your networking efforts online via LinkedIn, Facebook and other programs with these tips.

- Keep an updated profile**
- Avoid inappropriate material**
- Keep a moderate number of contacts**
- Be connected to appropriate people**
- Don't sell, engage – send article of interests**
- Repost others content in your network**

For an original detailed version of these tips go to

<http://www.businesscreditcards.com/bootstrapper/75-tips-on-becoming-a-better-networker/>

Do you have questions?

Email us at Questions@AskJimRoman.com

804-925-8326