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52 Networking Tips for Fun and Profit.©

Most of these tips can be used both Online and in-person.

Tip #1

Get focused and make sure EVERYTHING you do reflects that focus.

Tip #2

Think about what you write before you post or answering questions. Off-hand remarks can be taken the wrong way.

Tip #3

Ask questions and *respond* to comments.

Tip #4

Identify concerns or interests.

Tip #5

Ask “*What can I do for you?*” Offer solutions or connections.

Tip #6

Offer a sample of your services. Sampling is one of the BEST techniques in the world!

Tip #7

Create a *10 word introduction* and use it to introduce yourself.

Tip #8

Be *enthusiastic* - cool calm and collected is boring!

Tip #9

Push your limits – get out of your comfort zone and visit new Social- Networking sites.

Tip #10

Maintain a positive outlook – talk about what *is* working for you.

Tip #11

After meeting someone, jot down a few notes to remind you of how you can help them.

Tip #12

Take time weekly to *review* your contacts - find leads or prospects in your own network.

Tip #13

Never make assumptions about the person you are connecting with. Everyone has friends, colleagues, relations and contacts, and one of them might be just the person who needs what you offer.

Tip #14

When asking for referrals, *be specific*. Don't say "who do you know who needs an electrician?" Say "who do you know who is refurbishing their house and needs lighting, wiring and heating installed?"

Tip #15

Understand the difference between a referral and a lead. They are not the same thing.

A referral is someone that you know is actively interested in the service/product and will take your advice.

A lead is just hey give them a call they may need your service/product someday.

Tip #16

Send links to articles on subjects of interest to friends and new contacts - you are sure to be remembered positively.

Tip #17

Extend invitations to connect online to people you have met in person - they will appreciate your sharing your network.

Tip #18

Always follow up in a timely fashion - return emails and respond to comments promptly.

Tip #19

Donate some services in your network it will be seen and appreciated - its good PR

Tip #20

Ask for referrals--every time. If you've forgotten, use this opportunity as an excuse to call on past clients.

Tip #21

Always be appreciative of referrals given to you. Remember to thank anyone who gives you a referral.

Tip #22

Build relationships - set up informal in-person meetings if in the same area, or a phone call if not. A real conversation is a great way to build a relationship and find out how you can each help each other.

Tip #23

Look at the services you provide and look for everyday changes in the news that would create a need for that service. Voila! Target market revealed!

Tip #24

Ask for feedback! You'll get more business because you're straightforward.

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Tip #25

Always Always Always have your business cards with you! And have your LinkedIn profile address printed on that card.

Tip #26

Choose your clothing with comfort and convenience in mind – *pockets for business cards* and a convenient place to attach your name tag.

Tip #27

Place your *nametag on the right* when you shake hands their eyes will naturally focus to the right.

Tip #28

Pause before speaking —*wait a moment* after someone has completed his or her thought – this allows you to compose your thoughts and lets the other person know that you are taking in what they had to say.

Tip #29

If the contact is negative – *change the subject* and show them what it is like to communicate with a positive person.

Tip #30

Maintain eye contact – keep your eyes on their face, its rude to look around for your next contact.

Tip #31

Write “*Thank You*” on the back of your business card – when the contact gets a chance to notice it will bring a smile to their face and you have made a positive impression.

Tip #32

Don't try to close a deal. Networking is not meant to be a vehicle to hit on people to buy your products or services. Business networking is about developing relationships with other professionals. Meeting people should be the beginning of that process, not the end of it.

Tip #33

Build a database and communicate with the contacts in it in a way that is systematic, authentic and useful.

Tip #34

Be sure you are referable - build credibility and trust with your referrers. In other words, know your stuff, be trustworthy, and deliver on your promise!

Tip #35

Practice General networking - share what you have learned with someone in your industry.

Tip #36

Hold volunteer positions in organizations. This is a great way to stay visible and give back to groups that have helped you.

Tip #37

Build a network of people you can happily refer to others and let them know you have added them to that list.

Tip #38

"Referrals are report cards. They tell you how well you are doing at building business relationships and friendships with your customers. If you aren't getting any referrals it means that you're doing a poor-to-mediocre job. If you get lots of referrals, you're doing a great job.

Tip #39

Seek out mentors, surround yourself with successful people and learn from other high achievers.

Tip #40

Leave your cultural, racial and personal biases aside.

Tip #41

Focused attention - concentrate 100 percent of your attention on the message the other person is communicating.

Tip #42

Be yourself – an authentic person who chooses to be real in every situation.

Tip #43

Do not be aggressive, whine, beg, plead, or talk incessantly about what you have to offer. People sense desperation and aggressive manipulation - it just doesn't work.

Tip #44

Keep a social calendar with you so you can set up future meetings or calls.

Tip #45

Read, learn, be curious – people will enjoy talking with you.

Tip #46

Networking is an attitude – curiosity and concern about others is how you make connection...this can happen anywhere Online or standing in line at the market.

Tip #47

Remember the three foot rule: anyone within three feet is a prospect and possible contact for you.

Tip #48

Stay in touch with people especially when you need nothing from them.

Tip #49

Small opportunities are often the beginning of great enterprises – follow up on all leads.

Tip #50

Never make excuses for problems. Instead, apologize and rectify them immediately, even if it costs you. Most “customer service” is lip service these days and if you really make good on your commitments, you'll be remembered, hired, and referred.

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Tip #51

Ask your existing clients what areas they think you should expand into. After they tell, you, see if you can't book some business with them in the areas that they just defined.

Tip #52

Write a Tips like this for your area of expertise. You can send it to your network as a way of saying thank you.