

Networking Dos and Don'ts

Networking can be a brilliant way to meet like-minded people, potential clients and ultimately boost your business. But too often people make critical networking mistakes that can leave them feeling like networking is a total waste of time.

Here are some networking tips to help you become a networking rock star!



DON'T Ever Run Out of Business Cards There is no excuse to network without your business cards. It looks unprofessional and

demonstrates that you did not prepare. Put a reminder date in your calendar for 1st of every month to place an order with your printer.



DON'T Drink Too Much At A Networking Event Particularly at evening functions. When you network you are advertising your business at all times and it is no different than placing an ad in a magazine or newspaper.

DO Think about Your Business Image Before You Leave Home What is your business image saying about you and your business? At a networking event it only takes 30 seconds for another person to make a perception of you. When you look successful you will be viewed as a successful business professional.



DO Listen More Than You Talk We have two ears and one mouth so that we can listen twice as much as we speak. When you listen more you will be able to understand how your business services can help others.

LinkedIn **DO Have an Up-to-date LinkedIn Profile Before You Leave the Office** Your new connections will view your LinkedIn profile after the networking event ends to verify your business experience and your credentials.



DON'T Spend Too Much Time With Any One Person There is always a limitation of time at networking events. Have your exit strategies ready and make a goal to speak to as many attendees as possible to maximize time.

DO Have Social Questions Ready Networking does not have to be all about business. Actually when you add personal aspects into your conversations you will be remembered and this is a great start to building long-term relationships. In business, 'people buy people'.



DON'T Leave Home Without A List Of Top 5 People or Industries You Want to Meet Start thinking strategically. How are you are going to expand your network with quality contacts that will help drive quality networking results?



DO Widen Your Location by Networking Outside Your Office Postal Code If you're serious about networking and want to expand your network, you need to consider expanding your location. The more variety of contacts you have, the better.