



PROFESSIONAL NETWORKING & THE ENTREPRENEUR

1. Networking is about relationships not product– weaving and intertwining with others towards a common goal – doing business together.
2. Relationships are based on trust, respect and mutual benefit.
3. Be clear about who your Perfect client/customer is and chose groups where they are most likely to be present.
4. Focus your energy on others. Offer, Ask, Thank.
5. Prepare e.g. learn who is attending, contact and meet them there.
6. Reduce anxiety – stop at the door; arrive early & offer to greet; breathe; relax; walk comfortably to the meeting point e.g. the coffee or display table.
7. **Have fun! You're leaping into the gap of pure potentiality!**
8. **Never** offer your business card unless asked.
9. The business card sets the stage for a follow-up conversation.
10. You're speaking to someone who loses interest and starts scanning the room. Re-focus your attention on them.
11. Listen, listen, listen with your ears, eyes and heart.
12. Set written prospecting goals.
13. Create opportunities to be a resource for others.
14. Be pro-active and be the connector of people.
15. Be consistent and keep commitments.
16. Treat every new contact as a valuable future business contact.
17. Promote others and their products and services.
18. Networking is a powerful, long-term, dynamic process.
19. Maximize the marketing potential of networking – take a leadership role, make a presentation, offer help.
20. When asked “What do you do?” – clearly offer your Defining Statement – this is a very short statement about the concept of your business not title or product. Avoid the sales pitch.
21. Create follow-up opportunities.
22. Focus on quality of relationships not quantity.
23. Always be of help.