

TEN TIPS AND TRICKS TO BUILD YOUR NETWORK

Remember, networking is teaching and giving. That's all it is. Here is a quick guide to how you can start a new network or just grow the one you already have:

- 1 – Listen generously. When you meet someone, listen for how you can help them, who they'd like to meet, what they care about, and what information or resource you have that you can give to them. It's a great way to connect!
- 2 – Every Friday afternoon, find three people to thank. Come up with clever ways to show appreciation for the people who have helped you – Cookies From Home, tickets to an event, a hand-written note, a funny comic, an interesting article.
- 3 – Before any industry or client event, meeting, trade show or convention, review the attendee list and make a game plan for who you want to meet and connect with.
- 4 – Follow up. Do what you say you are going to do, when you say you are going to do it.
- 5 – Remember. People, ideas and resources. Before you re-invent the wheel, think of what's already available to you.
- 6 – Be compassionate towards those you want to connect with. They need to feel like you truly understand and care about them and their perspective.
- 7 – Become a master of your trade. Learn as much as you can and keep current on the most relevant happenings in your industry.
- 8 – Offer your help and your knowledge. Giving will always bring positive results. When you give, you will get – guaranteed!
- 9 – Ask for help. You may find it hard to believe, but most people love to talk about themselves and successful people are the ones who are most willing to give advice or share interesting information.
- 10 – Introduce your contacts to each other. This is the yeast in the network cake! By introducing your contacts to one another, they connect their networks and share information. This helps the whole network expand which is something that one-on-one networking alone cannot achieve.