

What is networking?

Merriam-Webster: *specifically*: the cultivation of productive relationships.

Networking is not an “event.” Make it part of your everyday activities. You can be 100% sure that you will have no idea which event, phone call, conversation, or contact will lead you to a new job, sale, or even the love of your life! Treat every person and situation with respect. Networking is nothing more than CONNECTING with others (Teri Gustafson, Protocol School of MN).

Right there is your key — connecting with people. Relationships drive success.

How do we connect with others?

By sharing knowledge and resources

“What distinguishes highly successful people from everyone else is the way they use the power of relationships—so that everyone wins” (Keith Ferrazzi).

How do you make it a point to share your knowledge and resources?

By treating every person and situation with respect

You never know what event, phone call, contact, or conversation will lead you to a job, sale, or even love! Treat every person and situation with respect.

Do you do this?

By making people a priority every day

How many people did you go out of your way to avoid last week? What did you miss out on? You will never know.

How about making it a priority to go out of your way to approach someone?

How do you make connecting a priority? What do you purposefully do?

Be specific about needs when asking for help

Don't waste people's time. Your audience should be able to clearly define your message in one sentence. What is the purpose of your contact?

Take a genuine interest in others

Dale Carnegie: You can make more friends in two days by taking a genuine interest in others than two years by trying to get other people interested in you.

Learn their story. What makes them unique? What makes you unique and memorable?

How does it feel when others take a genuine interest in you?

Do for others what they cannot do for themselves

The most successful networkers are always thinking of what they can do for others. The more people you can help, the more they will help you.

“Scroll through your Facebook or LinkedIn wall and find two people you can help. Remember, it doesn't have to be something big. Even a cheerful “hello” can be helpful some days. But you might be surprised how easy it is to find more specific opportunities to help when you go looking” (Keith Ferrazzi).

What have you recently done for someone?

Be patient and build relationships

Relationships are like gardening. We plant a seed, care for it, and hopefully in time get a bountiful harvest. Rather than a Christmas card, how about sending a card when least expected? New Years, 4th of July, spring, etc. Which one is more memorable — Christmas, or when least expected?

What are some other unique ideas you can use to connect and be memorable?

Make PERSONAL contact

Networking is a contact sport. Get out there and meet people.

Relationships are built face to face.

Get in front of the person you would like to know. Eliminate self-limiting perceptions of “I am only...” and “they are...” Take initiative! Connect.

Follow up with a handwritten note

Quality. Sincerity. Importance. Effort. It shows that you care.

When is the last time you received one? How did you feel?

Remember that connecting with others is a learned skill, just like public speaking — the more you do it, the better and more natural you will get at it.

Recommended Resources:

www.hellomynameisscott.com

www.keithferrazzi.com