

Networking Success Tips: Insider Secrets for Boosting Your Networking Effectiveness

: PREPARED FOR YOU BY

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: ***Attracting Powerful Relationships, Referrals & Result in Business***

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Commit to getting out there.

No excuses. Your success begins with you getting out there and being purposeful, polished, and present.

Make networking part of your routine.

Establish and build connections regularly and consistently, not just when business is slow. Even if you get out once a week or a few times a month, if you do it with focus and intention, it can make a difference.

If you don't enjoy networking, find out why.

Maybe you don't feel prepared or confident. Maybe your social skills need some polish. Perhaps you're going to the wrong events or networking with the wrong people. Think about it. Take action to remedy what's not working for you.

Consider that many of the best networkers are introverts.

Many people think extroverts rule the networking world. This isn't necessarily true. Introverts can be great networkers because they are often good listeners and choose their words carefully.

Identify what you want from your networking efforts (beyond a sale).

Do you enjoy learning about best practices? Are you seeking a mentor or inspiration? Are you hoping to meet potential clients, create strategic alliances, or benefit from cross marketing?

Describe your ideal networking event or gathering.

What type of event or get-together is it? What time of day or night? What's the setting like? Who is there? What are you doing? Why are you enjoying it and benefiting from it? Write this all down. Then take the next step, which is to...

Keep an open mind.

Does your perfect networking event, venue, or scenario exist? You may be surprised. Ask around. Do some research. Tune in to where and how your best friends, colleagues, and clients are gathering. You just might find what you're seeking. Networking, after all, can happen anywhere.

Discover who you are and why you do the work you do (beyond the money).

People connect as human beings first. Further, people who are authentic, passionate, and purposeful are attractive and energizing to be around. Their enthusiasm and energy is contagious. Become one of those people.

Adopt a positive attitude.

Your thoughts and overall outlook affect what you attract into your life and business. What's more, positive, successful people are drawn to others who give off similar vibes. Don't be a fake, but strive to focus on the positive.

Identify a networking role model.

Identify someone who seems to network with ease and grace and has attracted an amazing portfolio of friends, colleagues, and clients. Casually observe and take note of how they do it. Don't copy them, but learn the lessons they can teach you. If you really admire them and you truly want to learn their secrets, pay them to coach you.

Polish up and dress for success.

Sounds trite and old school, but making a great first impression is both timeless and critical to your success. Like it or not, your appearance can instantly make or mar your reputation, often permanently. Everything about you, from how you shake hands to your grooming and attire, matters. All should send the message that you care about others, respect and invest in yourself and your business, care about staying current, pay attention to details, and are prepared to do business.

Be prepared for your next big break.

Your most important client, biggest break, or amazingly lucrative opportunity could show up anywhere, anytime. Will you recognize them? Will you be ready? Will they notice and be impressed by you? Really? If not, think about changes you need to make immediately so you are ready. Engage an image or branding consultant to make sure you're presenting an image in full alignment with what you want to attract. Their objectivity and expertise will pay for itself many times over.

Know how to respond to the question "So, what do you do?"

Think about how you will answer this question, but don't go so far as to concoct and memorize a long-winded "elevator speech." It's pretty basic, really. What do you do? How do you serve people? Who do you serve? What benefits or value do they enjoy? Why do you enjoy what you do? It's okay to try out new ways to communicate this or to change your messaging up slightly to fit your audience. The answer will often be a work in progress.

Say your name slowly, clearly, and proudly.

When introducing yourself, say your name slowly and clearly so others can hear it, learn it, repeat it, and remember it. If your name involves a tricky pronunciation, develop ways to help others say it correctly and remember it more easily. They will appreciate this help very much.

Make the effort to remember other people's names.

Yes, we all know this can be challenging, but it is possible to improve your ability to remember names. What's more, it's worth it. You'll be the hero of your networking circle if you can commit to improving here.

Be fearless, but gracious.

See someone you've always wanted to meet? Go up to them and strike up a conversation. Tell them something you admire about them. Keep it brief and to the point. Don't gush, ramble, or act in an affected, star-struck manner. If the other person wishes to converse, feel free to engage. If not, thank them for their time and move along.

Make following up and re-connecting part of your regular routine.

And, once again, don't just do this when you need to. Fit it into your schedule. Create a plan or routine. Build good karma. Write a kind or grateful note that you send by post, email or even via social media. Or really throw caution to the wind: pick up the phone and call someone you know simply to say hello or to thank them for something they've done for you.

Follow up, but be patient and consider timing.

Meet someone who you want to get to know better? Follow up with them promptly, but always considerately. If you ask them to coffee or lunch, but they aren't available, it's okay. People are busy and it may not be the right time. Stay in touch without being intrusive and allow what I call Divine Timing to do its work. If you're meant to see them again or become a valued contact, it will happen.

If you do lots of networking, consider networking less.

You may think more networking means more business. Not necessarily so. It's far better to network a few times a month with people you truly enjoy and with whom you learn and receive support, business, and referrals than to flit aimlessly from one event to another. The latter can be a huge waste of time and money.

Consider Dunbar's Rule of 150.

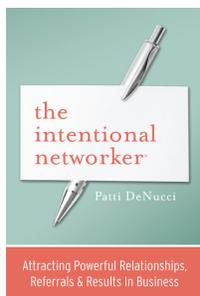
Simply stated this rule states that it's difficult for humans to have more than 150 close relationships. If this is true, who would these 150 be for you? Choose wisely.

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Want more helpful networking tips?

Patti DeNucci is available for coaching, consulting & speaking at your next event.

Go to www.IntentionalNetworker.com or email Patti at patti@intentionalnetworker.com for details.



Or simply purchase a copy of her new book:

The Intentional Networker™: Attracting Powerful Relationships, Referrals & Results in Business

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