Networking Tips
Your main goal

• Your main goal should be to help other people.
Ask yourself

• Who is your target audience?

• Where do you find them?
Where to network

• Identify appropriate trade associations, unions, professional groups

• Find and join Meet-up groups

• Join online groups

• Network on LinkedIn
You and your network

- Be confident not arrogant – be genuine
- Be yourself
- Tell your story
- Smile
- Arrive on time
- Have enough business cards with you
You and your network

• Wear appropriate clothes

• Have your elevator pitch ready

• Tell them what you do by focusing on benefits not features

• Share the work that you have done – success stories

• If people ask you what you do, don’t only tell them what you do but also why you love doing what you do and how it relates to a larger goal or mission
Other tips

• Rather than telling them how great you are, focus on someone else and build them up in an honest way.

• Make friends.

• Provide value without expecting anything in return.

• Connect with people from other industries so that you have a network that you can refer to.

• Don’t dismiss anyone as irrelevant.
Other tips

• Introduce people to each other

• Follow up with what you promised or just to say hello and it was great to meet you

• Listen to what they have to say

• It’s not the person you are talking to, it’s who they know