7 Tips For Nailing Networking

Networking not your thing? Oh, well it’s about to be!

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Here are seven tips for nailing networking:

1. Stop being afraid to reach out to people.

Yes, it can be a little nerve-wracking to walk up to someone you don’t know and start a conversation out of the blue, but that’s what people do at networking events! Also, don’t be afraid to reach out to someone on LinkedIn or Twitter – two of my favorite ways to network with influencers!

2. Don’t just reach out to reach out – have a purpose.

Don’t just reach out to someone for no good reason. Have a reason – Reach out with a goal in mind. Do you think this person can share some valuable insight on your industry? Do you want to learn more about the company this person is working for?

3. Always be enthusiastic and respectful.

When you’re talking with someone, actually LISTEN to what he or she is saying. Don’t disrespect them by looking around the room, checking your phone, or zoning out. Remember, they’re taking the time to talk with you, the least you can do is show a little enthusiasm and respect.

4. Show them your personality.

Being professional doesn’t mean you should forget your personality. Your personality is what makes you stand out. People remember personality – Be yourself!

5. Ask about their goals.

What do they want to accomplish? What are their goals? Everyone loves talking about themselves – it’s an easy topic to jump into!

6. Offer value.

Before you ask, “What can you do for me?” you should ask, “What can I do for you?” Share a relevant article. Invite them to join an industry-specific group. Ask them how you can help them achieve their goals, and they will likely return the favor.

7. Check in.

Don’t just let your connections collect dust in your LinkedIn account! Check in with them every once and a while to see how they’re doing. It’s important to nurture your network – If you just reach out to someone asking for a favor after not talking with them for two years, they might not be very responsive. Check in!

Hope those tips help!

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5 Reasons You Should Network With People Who AREN’T In Your Industry

There are a ton of people out there who believe networking should remain strictly within their field or industry. Why would anyone else benefit them? What could they do to help those outside of their industry?

Unfortunately, this close-minded approach isn’t the smartest networking strategy. In fact, it’s extremely beneficial to network with professionals who aren’t in your specific industry. Why? Here are five great reasons:

1. They Can Be Good References

Although it’s important to have references who are in your specific field of interest, it’s not a bad idea to include professional references who aren’t in your industry. Although they might not be able to speak to your specific skill set, they can provide insight into your character, work ethic, and ability to build professional relationships.

Just make sure you give your contact a heads up before you list them as a reference! Not only is it inappropriate to just list someone without asking for their permission, but it’s also not a good strategy for you. If you don’t allow them to prepare for the call, they might say the wrong thing. Not good for anyone!

2. They Could Become A Customer

Branching out and networking with professionals from different industries can seem unproductive, however, it can really give

your sales a boost. Let’s say you’re a website designer. If you’re only making an effort to network with other website designers, you’re probably not going to get many clients. However, if you’re actively seeking to network with people who you think could benefit from having a website (ahem, pretty much everyone), you could really increase your client base.

3. They Might Know Someone…

Let’s say you’re a writer who is looking for professional writing or blogging opportunities. Let’s also say you just met this delightful person at an event who works in marketing. Since content marketing is in such high-demand right now, it’s very possible that person knows someone in the publishing industry who is looking for professional writers. The truth is, you just never know who someone knows!

4. …Or YOU Might Know Someone

And the same goes for you – you might have someone in your network who could benefit from connecting with this marketing professional. Maybe they need some marketing work done for their brand – you could help both parties by simply providing an introduction. They will remember your generosity and repay you later.

5. They Can Provide A Different Perspective

It’s always good to have people in your pocket who are willing to give you feedback. It’s especially helpful to know people who have little to no ties to your industry, products, or services because they can give you honest feedback on things like marketing strategies.

What did they think about a certain phrase you used to promote your brand? Did they feel like they understood exactly what you were selling and why they needed to purchase it? Having

people who are outside your field of expertise can be extremely beneficial in terms of feedback.

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