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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