

It's Not Who You Know – It's Who Knows You

How to Make the Most of a Networking Event:

1. Local newspapers generally have lists of various types of meetings throughout the week or month. Look for events with topics that interest you where you can meet people from whom you can learn.
2. Be there when the event begins. Most of the socializing occurs at the beginning of these events. Introduce yourself with a solid handshake. Repeat their names for your own memory purposes. “Hello, Jack Monagal. It is nice to meet you.” The sweetest sound to someone's ear is the sound of their own name.
3. Make sure you wear your nametag on the right side so that when shaking hands, people can see it prominently.
4. Drop the “What’s in it for me.” perspective. You are there to offer assistance to others and build relationships. It’s all about them.
5. Have plenty of business cards. When you take someone else’s business card, be sure to have a special place to put it.
6. Don’t dismiss someone because you think they may not be able to help you. Chances are they know someone who can.
7. Make sure that you are first to offer something to someone else before you ask for advice, a referral, their time or anything back.