



## BECOMING A MASTER NETWORKER

***“Your smile is your logo.  
Personality is your business card  
and, how you leave others feeling  
after an experience with you  
becomes your trademark.”***

Becoming a Master Networker is a skill. Networking is a powerful tool that helps you make beneficial connections useful in business and social contacts. It has the power to propel your career forward; however, networking requires drive, hard work, organization and a persistent attitude. The more you work at it, the better you get at it. The more you have in common with the contact, the more valuable the contact becomes.

There are five different networking groups:

- 1) **CASUAL CONTACT NETWORKS:** Social, company events
- 2) **KNOWLEDGE NETWORKS:** Professional associations
- 3) **STRONG CONTACT NETWORKS:** Groups that meet to help build professional relationships
- 4) **ONLINE NETWORKS:** Social media (Twitter, Facebook, LinkedIn, etc)
- 5) **CONNECTOR NETWORKS:** Individuals that connect you to powerful people. Genuinely enjoys connecting people.

Remember, the most powerful people are the

hardest to reach. Usually, the harder something is, the more valuable it is. To reach the top you must know influential people; however, the most powerful people understand the power of connection because they needed help and received help to assist them in reaching their current position and power level.

As a powerful networker, you should have relationships in and out of your industry. Sometimes your most valuable connections are people who are in different industries. It opens up your new opportunities and builds your varied social capital. I have found that my networking outside of my profession has come back to help me countless times.

Once you have developed a strong contact, you must establish a system of compiling your contact information (cell numbers, e-mail address, social media, etc). You must then establish a way to stay in constant contact. The more you stay in touch with them, the stronger the relationship becomes.

Why should you be networking? Your networking all starts with “why?” Why are you doing this? Why are you here today? You must highlight your “GOALS” with your networking. The best tip I have ever been given is “why” you’re a valuable asset or “why” you need to network in the first place.

Work out your GOAL? What are your career ambitions? What are you attempting to achieve? How will you connect the dots? First, do your research. By observing the room you can tell who you need to be talking to. “BIG TIME WINNERS” carry themselves differently. Slowly but surely work the room. Second, understand where the conversation is heading. Time is limited at an event. Try to touch everyone at the event.

### **WORKING OUT HOW TO ENGAGE WITH YOUR TARGET**

There are plenty of business networking tips to help



you to understand how to engage with others. All that is left is to know how you are going to network with them. Once you establish your tactics, you are on your path to successfully becoming a networking master.

### UNDERSTANDING HOW TO ENGAGE WITH OTHERS

- 1) BE PRESENT AND MINDFUL:** Be in the moment of the event and mindful of those around you.
- 2) LISTEN AND BE HEARD:** Great networkers know the difference between making a clear and insightful point and dominating the conversation with meaningless chatter. Make sure you are adding value. Be a great listener. Relationships are built on two-way communication so listen for openings to engage more with your target. The information you gain will enable you to showcase just how valuable you are.
- 3) KNOW YOUR STUFF:** The key to speaking with confidence is knowing your stuff. Providing value is what separates the master networker from the novice networker. You are attempting to create a reputation so you can become a person that people want to network with, not the other way around.
- 4) BODY LANGUAGE:** Posture is critical and eye contact is essential when talking to people. Handshakes are great and hugs, if appropriate, are even better. Find the right balance which demonstrates confidence in which you are.

Below is a checklist of essential tips to assisting you at becoming a master networker.

- Motivation to network
- Great listening skills
- Enthusiasm
- Stay patient
- Be consistent
- Leave them wanting more
- Connect other people – Become a connector
- Do not focus on what others can do for you
- Talk to multiple people

- Smile!
- Get to know organizers of the event
- Be curious
- Be positive at all times
- Attitude & Gratitude
- Sincerity
- Shake hands professionally
- Hug when appropriate
- Give more than you take
- No negative comments
- Work your network
- Follow up with referrals
- Help others
- Collect business cards
- Hand out your business card at appropriate time
- Leave them wanting more
- Write personal notes to the people you meet

### GOLDEN RULE

If I collect a business card 100% of the time, I drop a note to the person I collected the business card from. This really makes you stand out and imprints a lasting impression of how you are different.

**STAND OUT:** How can you set yourself apart? If you are dressed like everyone else, say the same things as everyone else and generally do your best to be normal, then people do not get excited about you. What stands out about you? **BECOME A PURPLE COW!**

Master networkers are never off duty. They are long-term relationship builders. You must work your network. That's right, work your network. Never let opportunities to work your network pass you by. Constant contact can be mastered in many different ways. Rotations, email, text, business meetings, social gatherings, etc. The key is to build mutually beneficial business and social relationships. Success in life in every relationship starts and ends with meaningful relationships. Once you master how to network, you are on your way. Think big!

### Need Help? Have a Question?

Call Greg's "Wonder Woman" assistant Christal. She will assist you in with booking information or answering your questions. Call her at 304.400.4703

Find Your  
**Passion**  
Chase Your  
**Dreams**