

**It's not who you  
know, it's who  
knows you!**

**The top five  
networking tips**



Networking can be inexpensive, fun, and very rewarding in all facets of your life. Whether it be for business, career advancement, friendships, referrals, etc., we all need each other, and a lot more than many people think. Here are some simple tips that may help to enhance your effectiveness:

## 1. Get Known

Not in an obnoxious or egotistical way. But people have to really know who you are and what makes you tick. Only then can people truly help you. Create a positive message, and deliver it effectively. You can't simply wait for people to come to you. It takes a lot of time and effort to get people to know and trust you.

## 2. Seek out New People Events (NPEs)

Mix it up a bit. Seek out events where you can meet new people and get new ideas. It's a big world out there, and you'll never appreciate it until YOU GET OUT THERE! Guess what...people know other people! Never ignore the power of a secondary referral. Your best referrals won't come from the CEO, but someone who knows the CEO.

## 3. Create Relationships not Contacts

Network by having lunch, coffee, a round of golf, etc. with people one-on-one. Really get to know them. The keys are listening and having sufficient focussed time to do so. Don't spread your networking activities too thin. Depth beats breadth every time. Strong contacts are more willing to help and more apt to command your time in helping them. A few hours and a few bucks can help cement great working relationships (that often turn into great friendships).

## 4. Always Under-Promise and Over-Deliver

Don't ever make a commitment you may not be able to honor. Nothing is worse than being unreliable. Conversely, nothing is better than a positive surprise. Both will stick in the mind of the recipient. How would you like to be remembered?

## 5. More Give, Less Take

End every networking conversation with the question "Now how can I help you?" Givers gain! When you constantly and consciously keep other people in mind, they will do the same for you. Don't expect anything in return and always say Thank you for any little bit of help you get.

At the end of the day, your success and happiness depends on people. Get out there and make it happen. It's not just who you know.....It's WHO KNOWS YOU!