



# Networking Tips



## Your main goal

- Your main goal should be to help other people.



## Ask yourself

- Who is your target audience?
- Where do you find them?



## Where to network

- Identify appropriate trade associations, unions, professional groups
- Find and join Meet-up groups
- Join online groups
- Network on LinkedIn



# You and your network

- Be confident not arrogant – be genuine
- Be yourself
- Tell your story
- Smile
- Arrive on time
- Have enough business cards with you



## You and your network

- Wear appropriate clothes
- Have your elevator pitch ready
- Tell them what you do by focusing on benefits not features
- Share the work that you have done – success stories
- If people ask you what you do, don't only tell them what you do but also why you love doing what you do and how it relates to a larger goal or mission



## Other tips

- Rather than telling them how great you are, focus on someone else and build them up in an honest way
- Make friends
- Provide value without expecting anything in return
- Connect with people from other industries so that you have a network that you can refer to
- Don't dismiss anyone as irrelevant



## Other tips

- Introduce people to each other
- Follow up with what you promised or just to say hello and it was great to meet you
- Listen to what they have to say
- It's not the person you are talking to, it's who they know