

Networking is an Art



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Networking means getting to know people and getting your name and business name out there. But it also means that you will make an effort to remember the people you met and refer them to others when the opportunity arises. Those who give will receive. When you sow, you will be able to harvest later on. And the more seeds you plant, the more you will harvest.

Networking is an art and it takes time to learn. When you go to your very first networking meeting, you have no clue what they will expect of you and what you should bring or do. Do you remember your first meeting? First and foremost, prepare a 60 second commercial about you and your business.

What is a good 60 second intro? First try to get their attention. Even before you say your name, say something funny or interesting. Be positive. Clearly say the name of your business, your name and what you do. Also mention who your ideal customer is and what kind of referrals you would like to receive. Be excited and talk loud enough for everyone in the room to hear you. And repeat your name and the business name at the end of your speech.

What do you need to bring? Business cards, lots of them! Also bring a pen to make notes on the back of the business cards you receive.

If you are really nervous about going to a networking event, find a friend, business acquaintance to go with you. It may also be helpful to find someone who is a member of the group or has been to that particular event before and can introduce you to people.

When you visit events where you do not know anyone, go with the intention to have fun and meet good people. Instead of standing in a corner waiting for people to find you, walk up to an individual or a group, offer your hand, and say, "Hi, I'm [your name]". Meet as many people as possible.

Tip: Wear your nametag on your right side. That way, people easily see it when they shake your hand. Hold your drink in your left hand, so you're ready to shake with your right.

After an event follow up with the people you meet. Write an email saying how nice it was to meet them and mention something from your conversation. When you get home after the event, the first thing to do is to sort through the business cards you collected and decide who you want to stay in touch with. Enter those people into your contact management system.

Remember, practice makes perfect. The Long Island Entrepreneurs meets every second Wednesday of the month.

<http://entrepreneur.meetup.com/883/> _

"It's not what happens to you that determines how far you will go in life; it is how you handle what happens to you."
Zig Ziglar