

# NETWORKING Being Shared

by Katie Waechter

- 1. PEOPLE DO BUSINESS WITH PEOPLE THEY KNOW, LIKE, AND TRUST.** This is the very first, and most important, rule of networking I learned. To do this, it's important to develop relationships beyond just seeing each other in the group meeting.
- 2. THE POINT OF NETWORKING IS NOT TO GET BUSINESS, BUT TO GIVE IT.** It's important to go into networking for the right reasons.. not to hunt your fellow networkers for their money, but to farm your networking community to find great professionals to better serve your contact needs. Give your fellow networkers' leads for people in your roladex and your leads will start coming in naturally.
- 3. ATTENDANCE IS KEY.** Consistently showing up shows commitment to the networking process. People who regularly attend will give (and get) more referrals and others will remember them longer.
- 4. SHORT AND SWEET IS BETTER THAN LONG AND DRAWN-OUT.** People won't remember lengthy commercials that go on longer than 30 seconds. In fact, most of them will just tune out after awhile. People will remember short and direct messages that are repeated often.
- 5. BAD TALK = BAD BUSINESS.** Whether it be negative gossip about others in the business community, condescending Facebook posts about other people's pages being wrong in some way, questioning others business choices in a public forum, or even publicly stating a negative political or religious opinion is bad for business and turns away more potential customers and connections than you think. Like the old saying goes, if you don't have anything nice to say then don't say anything at all.