



12 Critical Networking Tips

Be Sincere

When you meet someone new, regardless of the context or circumstances- show up authentically. This means that what you say and offer is genuine; it's real!

Do Your Homework

When going to a job fair, corporate open house, or industry meeting it is important that you research the companies and who is representing them. What do you know about them? Perhaps they've recently posted content that was interesting to you. What matters most in their field of work right now? LinkedIn is a great resource for this homework.

Be Open Minded

The world is full of possibilities and there's no reason to close yourself off from anything just because someone doesn't look like they can be valuable. Perhaps that person has a wide network, carries lots of influence in their community, or could help you in areas you've never had success before. It might seem daunting at first, but even small steps will lead to big ones!

Nail Your Narrative

A working elevator pitch is a powerful tool to have in your arsenal and at the ready. When meeting someone new, it's important you deliver an engaging and informative speech about yourself! One way of doing this would be through storytelling or examples - just remember there are no wrong answers when crafting our own narrative because every person has their own story worth telling!

Nurture and Grow Your Network

Networking is a never-ending process of building new and meaningful relationships. Maintain your contacts and grow new ones by being engaged, friendly and helpful. Reach out periodically to your connections and update them about what you're doing and ask them about what they may have going on.

Be A Resource To Others

Helping your friends is the best way to make new connections. Most times, referrals and helping others outside of our core expertise lead us into amazing opportunities we never would have found on our own!

Ask For Help / Offer Help

The best way to get help is by asking. Please don't be afraid. Be specific on where or how you need assistance. In turn, always offer your help. They may not take you up on it now but they may just need you in the future.

Share Your Value

Let others know what you can offer. This makes it easier for them to spread the word about you. If your work is in an area that's different from your connection, you may need to explain your value proposition in ways they can understand.

Be Inquisitive

Don't forget to be "other-focused" as you network. Everyone likes to talk about themselves! Have good questions ready. Learn and understand their value. This shows interest and helps establish connections.

Say Thank You

After you meet someone, say thank you. If someone assists you in some way such as introducing you to a new connection, say thank you. You can never say this enough and people appreciate it. And perhaps an "old school" thank you note is the best way to do it!

Follow Up

Follow up after you meet someone new. Don't let a business card or new contact go cold. Send a simple follow-up email or text. Connect online on professional forums such as LinkedIn.

Don't Ghost

Don't ghost your network! Plain and simple. It's unprofessional and unkind. There may come a time when you need assistance and people will always remember you ghosted them.