

# NRG'S 15 TOP NETWORKING TIPS

## 1. The goal is to help other people

Networking is a two-way street and your side is about helping others, not asking them to help you. Provide value in a meaningful way before you ask for a favour.

## 2. Think about their needs over your own goals

You are developing a relationship with someone which means you should be thinking about them. Once you understand them, you have a greater knowledge of the people in your network, where they are coming from and what is important to them.

## 3. Focus on people relevant to you and don't expect anything in return

You don't need to know the most people, just the right people. As you get to know more people you get to decide if your shared interests are worth pursuing. It's better to have 5 people know you well, than 500 people who may not even remember your name.

## 4. Know what you are looking for in your network

Don't leave anything to chance. Define what you are looking for and create a list, so you have laser focus when networking. Don't dismiss anyone as irrelevant though, as you never know how a person may unexpectedly expand your network. If someone is not your match, then introduce them to others who are likeminded which will enhance your network.

## 5. Grow your network outside of your industry

By growing your network outside of the usual areas, you will be more valuable to those in your immediate network and connect people across all industries. Go beyond your normal routine and comfort zone to create opportunities instead of excuses.

## 6. Qualify the time you will take to connect

Ask questions that show you respect peoples time. Ask if they have two minutes to chat now, if they don't have time immediately, it will open an opportunity to speak with them later when they do have time.

## 7. Offer a compliment and keep the first connection short

Start by offering praise and not requesting help. It is best to avoid asking for a favour when you first meet (like asking to meet for a coffee). After the initial contact then move forward to a lengthier meeting.



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**8. Ask for permission to open a conversation with an offer**

Always weave in a request for permission to continue if you are requesting a favour when you don't have time to get to know a person. An additional benefit is that this encourages the person to say "yes" to you. As a rule, if you get a "yes" the odds of them accepting your request drastically increase.

**9. Provide as much value as possible**

The more value you create, the more it will come back to you many times over. Focus all your networking efforts on helping the people you connect with.

**10. Focus on being friendly and helpful**

This is the number one tactic you can use to build your network fast. Simply spread information in a friendly and helpful way. Building your network is the same as building friends. Be interested in others and offer friendly suggestions when you can.

**11. Nurture your current network**

While you are reaching out to new people, don't forget to nurture what you already have. Network with groups that are already close by including your co-workers and friends.

**12. Connect with one person a day**

Try to connect with one new person a day. When you reach out to 5 people a week, that is 250 people a year. Sending an email, text or making a quick call will only take 5 minutes in your day. You will see significant progress even if those people don't get back to you.

**13. Be comfortable with "no"**

Don't take "no" personally. Everyone is busy and for most introductions it's a matter of timing. On a good day a person may be happy to talk but, on another day, they may not even register you on their radar. Don't take it to heart, it's not a reflection of what you have said.

**14. Follow up after a meeting**

One or two days after an introduction make a point to follow up with a brief email or note. This is an opportunity to develop the relationship by bringing up a topic discussed together which helps anchor your previous interaction in their mind.

**15. Be persistent and change up how you contact connections**

Emails are quick to send but easy to ignore. If you want to meet someone, switch it up a bit, pick up the phone or arrange a face to face meeting. These avenues are more personal which means your message is more memorable. If an initial connection fails, try reaching out in a different way and be persistent.



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