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NETWORK LIKE A PRO: 20 TOP TIPS

TO CONNECT, COLLABORATE AND GROW YOUR BUSINESS NETWORK

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Introduction



WHAT IS NETWORKING?

Meeting new people, who share a profession, industry, or interests. Making connections with other people.

Think of it as just chatting to other people.



Industry Expos



Virtual / Online



Community Service Groups



Tradeshows



Workshops



Business Fairs





TYPES OF NETWORKING

There are so many different types of networking events; industry expos, virtual / online, business fairs, conferences, tradeshows, community service groups, workshops, netwalking, net swimming. You may have to go to several different types to “find your tribe” and when you do, you will love it!



IS NETWORKING IMPORTANT FOR BUSINESS?

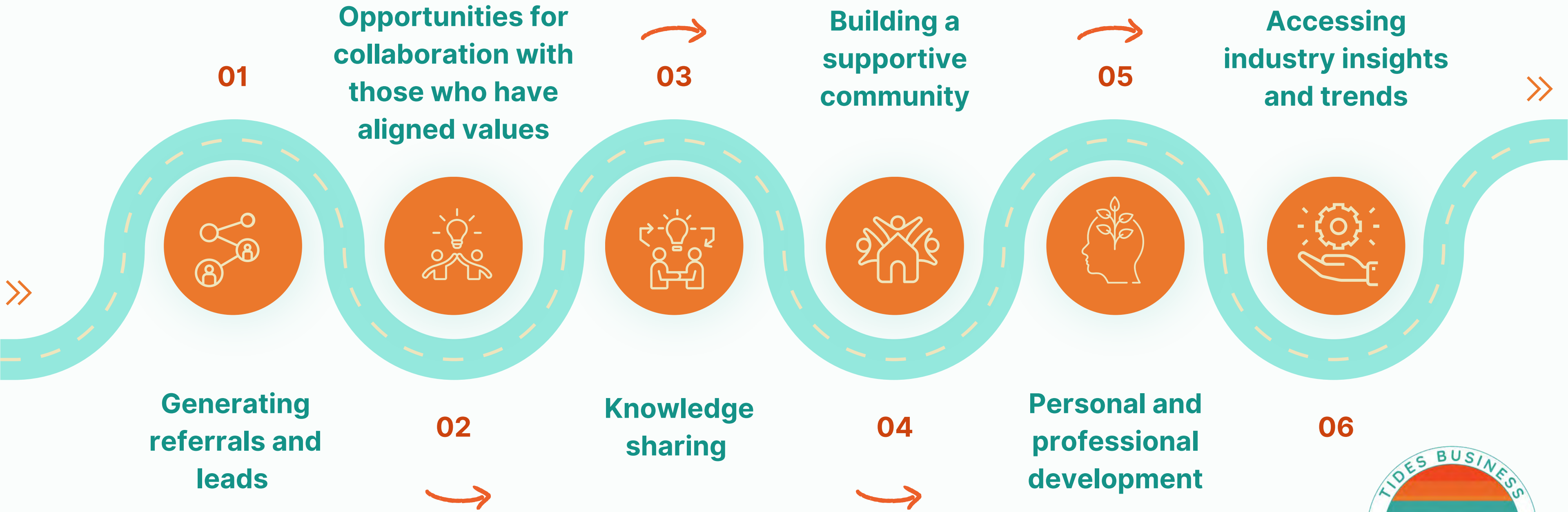
YES!

“Your network is your net worth”

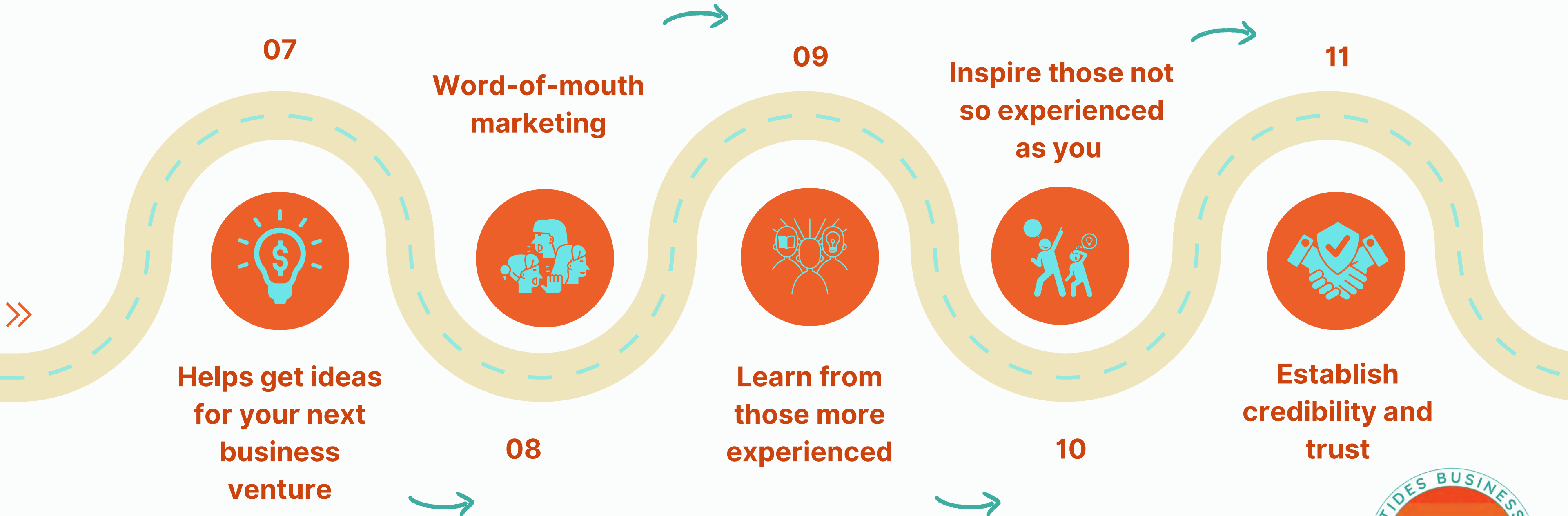
stated Tim Sanders

(best selling author, public speaker, former yahoo! Executive, leadership coach)

There are so many benefits to networking, if done right.



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WHAT IS THE RETURN ON INVESTMENT FOR GOING TO A NETWORKING EVENT?

Networking to generate revenue, comes after time, being consistent and building relationships. It will always pay off, but not immediately!

20 TOP TIPS FOR NETWORKING WITH EASE

So, now you know what networking is and why it is so important for your business, let's get on to my top tips:



RELATIONSHIPS FIRST & BUSINESS SECOND

1

It is not about selling to people immediately. Get to know the person first. Would you like it if someone introduced themselves to you and immediately starting selling? Nope! Think of it like dating. Would you have a date and ask them to marry them immediately?!



PLAN, BE PREPARED AND PRACTICE.

2

This will make you FEEL MORE CONFIDENT - DON'T PLAN SO MUCH YOU DON'T END UP GOING THOUGH!

Consider these things before the event:
Where is the event exactly?
Is there parking onsite or nearby?
What's your travel time? (do you need to add for the school run / road works etc.),
What are you going to wear?



3

YOUR NUTSHELL STATEMENT OR ELEVATOR PITCH

Being able to let others know what you do, who you can help and how you can help them succinctly is vital.

Have a think about this and practice it in front of the mirror or a business friend.

For example, mine is: “I bring out the brilliance in business women and create calm, so they have more revenue, less stress and time for themselves”



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I DON'T KNOW ANYONE AND I AM NERVOUS!

Take a deep breathe. Baby steps. Go into the room and think about talking to only one person, instead of thinking about how many people will be in the room.

The host is usually at the entrance welcoming people to their event. Tell them you do not know anyone. A good host will introduce you to someone in your field or who they think would benefit talking to you.

If the host does not introduce you to anyone, head to the drinks area and simply say to the first person you see, "hello". It literally is as simple as that!



OTHERS MAY BE AS NERVOUS AS YOU ARE TOO!

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Ever thought that the majority of the room may be feeling the same trepidation as you?

Most people are not big fans of networking, but do it as they realise how it can help their business. The hardest part is breaking the ice to start the conversation. "Hello" does the job.



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HOW DO I GET INTO A CONVERSATION IF OTHERS ARE ALREADY SPEAKING?

You can approach people already chatting and see if one of them looks up to include you in the conversation. Check their body language. Are they facing each other and close together? If so, they may be in an in-depth conversation, so it's best to move on to someone else.

Approach those who have "open" body language (no crossed arms for one!) and look up at you when you approach. Ask them, "Can I join you please?"

This can be daunting at first, but it is always worthwhile, and a new group will enjoy having a fresh face joining them.



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WHAT IS THE WORST THAT CAN HAPPEN?

- Nobody speaks to you at all?
- You trip up on arrival?
- You spill food all down your white top?

I have had those three experiences and I LOVE networking!

We spend too much time worrying about “what ifs” rather than getting on with it.





BE YOURSELF

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Sounds so simple, doesn't it?

You are absolutely brilliant exactly like you are, so be you!

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DIVIDE & CONQUER!

If you have gone to the event with a friend or a colleague, be aware it maybe be imposing for others to approach both of you, rather than if you were on your own.

Divide up and meet different people. That way you will have more contacts for you both, rather than just staying together.



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REMEMBER, PEOPLE ARE JUST PEOPLE

Try not to worry about people's titles, their age, what you perceive their 'worth' to be.

Everyone is human and you have just as much right as anyone else in the place to be there.



SMILE & HAVE FUN!

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Something so effective but often overlooked when you are feeling stressed.

It takes more muscles to frown than it does to smile, so start smiling more (yes, even if you feel like an absolute fool!)



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INTRODUCING YOURSELF

When you are introducing yourself, speak up.

Use your full name so people can look you up immediately if they want on social media.

If you are going to shake hands, give a firm handshake. Nobody likes shaking a damp lettuce leaf of a hand!



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BEING INTRODUCED TO OTHERS

Listen carefully to their name. If you didn't hear it, ask them to repeat it. Then, repeat their name to them.

For example; "Hi, my name is Sophie".

"Hi Sophie, great to meet you".

By repeating their name immediately you are more likely to remember it.





LISTEN &

ASK QUESTIONS

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Ask questions to get the conversation started but don't dominate the discussion, people love it if you listen.

We have 2 ears and one mouth for a reason!

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NETWORKING IS JUST CHATTING!

Find out about the person or people you are speaking to. What are their interests?

You do not have to chat all about work at all! Networking should be FUN!

Remember, relationships first, business second.



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INCLUDE EVERYONE IN THE CONVERSATION

Lots of people find networking awkward so always welcome people into the conversation if you are aware they are 'hovering' nearby and not wanting to interrupt.

Work the room, don't play it safe and stay in one group or by the coffee stand.





CONNECT ON SOCIAL MEDIA

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Ask people which is their favourite social media platform and ask to connect with them there and then.

Take a screenshot of that new connection so you don't forget who they are. When you want to follow up, simply look at your screenshots for the networking day so you remember who you met!



Remember those awful dates when you had to pretend to go to the loo, but instead actually left the building?! Let's not do that! Remember everyone is human and even if the person you are speaking to is not right for you, they may be perfect for someone else.

They also may have family or friends or colleagues who need your help, so never be rude to anyone!

Here are some sentences to use:

“I'll let you go to meet other people” or, “it was lovely to connect, but we are all here for networking and I'll let you go and speak to some others now”.

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HOW TO “MOVE ON” AFTER CHATTING TO PEOPLE



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INTRODUCING OTHERS

Soon, you will love networking and you will be introducing people to others. Make sure you know the names of the two people you are introducing and include a little fact about each one, so it is easier for them to continue to conversation. For example, “this is Naomi who is a graphic designer and made my logo for me” and “this is Trudy who is a website developer and who I used to work with”.





FOLLOW UP

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This should be done within 24 hours of an event or on Monday if the event was on a Friday.

Remember, no selling.

You are still building relationships.

GET IN TOUCH WITH ME



Social Media:
@tidesbusiness



My Website :
www.tidesbusiness.com



My Email :
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THANK YOU!

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