



## **Chapter 8.**

### **How to Network**

#### **8.1. What is the Best Way to Network?**

When you learn how to network, it doesn't just improve your career — it improves your personal life too. The best networkers don't just have amazing businesses and careers, they have amazing friendships and are always at the front of the line for new opportunities.

The best way to network is to leverage your natural strengths. Don't make the mistake of forcing yourself to network. Don't pretend to be outgoing to make new connections.

#### **8.2. Ten Network tips and tricks**

##### **8.2.1. Always leave the room smelling of roses**

Greet everybody in a friendly way, be positive when you arrive and greet people, when you leave say goodbye to everyone. Be present in the conversation, don't daydream or check your mobile phone. Assume you are always being observed.

##### **8.2.2. Stand out! But for the right things**

Be courageous, most people want to do what you are thinking, they are just finding the courage.

##### **8.2.3. Do your homework**

If you are going to a conference, or a meeting, research beforehand about the topic. It will fill you with confidence, give you a different perspective and you will have something interesting to say.

##### **8.2.4. Most people don't start conversations**

Most people prefer to stare at their drink or check their phone rather than talk. Take the initiative and jump in.

##### **8.2.5. Memorise some conversation starters that are not too intense!**

"I thought that speech was fascinating!", "Are you from around here or did you travel far?", "What a beautiful building/ City!" , "These snacks are excellent! " , "How do you know the speaker?" , "How was the test for you?"



### **8.2.6. When describing your job, create a fun or different explanation to what you do - and be proud**

If you sell life insurance, say “I buy investments for my clients”, you’re an accountant “I’m in charge of making sure there is some money for the Christmas party!”, you’re a cleaner “when I finish work, people are queuing up at the toilet with their newspapers”, Barman “a great coffee can make or break your day, and that’s what I do!”

### **8.2.7. Don’t close yourself in the office**

Meet people, get out of the office / house. Join some clubs, get hobbies. People like a bit of gossip, so, tell them what you do.

### **8.2.8. Put a photo on your business card**

It works! People will remember you easier

### **8.2.9. Don’t be too direct**

Build the relationship first, then explain your job.

### **8.2.10. Try and think what the other person is interested in**

What is really cool or interesting about working with you or your company?