

8.3. Ten Tips and Tricks to Network

8.3.1. Taking Lead

Before going to an event or a conference, figure out who is going to be there and do your research. This takes out that anxiety of feeling like you're going to walk into the room and you have no idea what to talk about with people, instead you are going in armed and prepared for conversations and you know exactly what talking points to bring up and sometimes, you know what talking points NOT to bring up so you can avoid awkward conversations. What creates real relationships with people is those common interests and things that you wouldn't even necessarily think about talking. Do your research!

8.3.2. Use social media

Use social media to get to know your future contacts better. When you meet them in person, it will be easier for you because you will be able to refer to common interest things or previous communication.

8.3.3. Dress professionally

Dress appropriately for that event. This does not mean that you need to wear expensive clothes, but do wear something a bit on the dressy side and leave the comfortable clothes at home.

8.3.4. Listen to others

Listen more than you talk! Be there, present to the conversation, with the connection with the people you are talking to, so you can offer valuable insights that keep the conversation on. Listening to someone allows you to find opportunities to connect with somebody, maybe offering value to their life, or their business

8.3.5. Look people in the eye

It is often missed and whether that's due to a lack of confidence or personal reasons. It might keep the one you are talking to out of interest of talking. This may look like you're disinterested in the conversation you're having with the person in front of you, or a group.

This may also make people think that they can't trust you. Not maintaining an eye contact might make the people you're in contact think that you hide something, or doesn't motivate you to talk with them.

8.3.6. Come with a goal!

When you are going to an event, go with a goal, connecting people, learning something, discovering hobbies, etc. Anything that you can retain from that event or meeting.

Try any event, meeting, workshop etc. that matters to you! Setting a goal for anything you do will make you discover things about you.

If you connect with people at an event you can develop in the future different solutions/opportunities for you. Business, learning, ideas, anything that might be positive for you, for developing your success.

8.3.7. Take the first step!

A lot of people are SHY, maybe you are also one of them, who knows?

People who see that you are interested in them, will cooperate with you, with your ideas. So never be too shy to meet new people. New people = New opportunities.

8.3.8. DON'T BE NEGATIVE!

Being negative will always give you a bad mood! Try to find the best aspects in your behavior, in your inner self. If you spread negativity, persons near to you can feel your energy. People will try to avoid you, nobody likes negative people. You don't need that, you need people around you, you need connections, as always, people = opportunities.

Positive thinking doesn't mean that you keep your head in the sand and ignore life's less pleasant situations. Positive thinking just means that you approach unpleasantness in a more positive and productive way. You think the best is going to happen, not the worst.

8.3.9. Talk to people you don't know

During the event, talk to people you have met before in order to enhance your relationship, but also engage in conversation with people you do not know in order to widen your network and meet potential customers/ business partners.

8.3.10. Be able to accept rejection

You may encounter persons who cannot or do not want to talk to you. Persons too rude or too busy to have a conversation. You may talk to persons who do not like you or you do not like them. Maybe you will disagree on a subject important to you. Do not take it personally. It does not mean anything about you. You will not be a friend or a business partner with every person you meet, this is part of the process.

Resource: [11 Tips to Help You Network Better!](#), Kangan Institute)