

Blog / Networking 411: 5 Top Tips for Being a Successful Networker 🧑‍💻 🤝 🎯

# Networking 411: 5 Top Tips for Being a Successful Networker 🧑‍💻 🤝 🎯



**Patricia Hammond**  
Author



***Love it or hate it, there is no getting around the fact that if you want to be a successful networker, you need a strategy.***

It doesn't have to be anything fancy, but there are a few things you need to do before you hand out your first business card.

Here are my top tips for becoming a networking superstar.

## **1. Start by creating a networking campaign**

If you want to maximize your networking efforts, set aside 30 minutes and put together an overall networking strategy.

Think about your sales and marketing goals and make a note of gaps in your existing network. Figure out how much time you can realistically spend on networking, then find events that will further your goals.

Don't forget to make time for one-on-one meetings and follow-ups with people already in your network.

## **2. Set your goal & define your why for each event**

Many people don't see the point of networking because they go to random events without a plan.

Before you RSVP Yes for an event, take a minute to think about why you're going.

- Are you looking for referrals?
- Are you hoping to make connections and expand your general network?
- Do you want to establish yourself as an industry expert?

Once you know why you're there, you can create an event goal like setting up two one-on-one meetings or meeting someone who can introduce you to Mary Smith.

## **3. Understand the value of networking**

The reason we network is to build professional or personal relationships with people who share a common interest.

Think of it as your opportunity to open doors by developing meaningful relationships that foster the know, like, and trust customer want before they do business with you.

That's it.

If you're looking to book clients and make sales as a direct result of giving your elevator pitch, you're wasting your time and everyone else's time.

## **4. Get organized before you head out the door**

The experts keep saying that business cards are dead, but I find people always ask for them. So grab some business cards before you walk out the door. If you don't have any current business cards, update them and get them printed two weeks before the event.

**TIP:** You don't have to spend a lot of money or hire a graphic designer. If you're intimidated by your local print shop, visit Staples.com. They have hundreds of customizable templates that can be printed the same day at your local Staples. The quality is good and the prices are competitive.

It's also helpful to take a pen and piece of paper to take notes. — I find that taking notes makes it a lot easier for me to remember to follow up with people.

Depending on the type of event, you may also want to take a few minutes to jot down anything you want to mention or run through your elevator pitch.

Contrary to what people think, elevator pitches are not one size fits all. Do yourself a favor and tailor your pitch for the event audience. It will be more appealing and people will remember you.

## **5. Always follow up**

There's no point in taking time out of your busy day to network if you don't connect with people after the event. A simple email, social media follow, or coffee invite is all it takes to build new relationships.

When appropriate, thank the organizer in an email or social media shout out. They put a lot of effort into organizing events and will appreciate that you made the time to both attend and let them know you found value.

Networking and personal relationships are the one area where solopreneurs and small business owners have the advantage over larger companies.

They may have bigger budgets and name value, but people want to do business with people they know like and trust.

This is what networking does for you.

The more people you get to know, the more opportunities you'll have for introductions and referrals that lead to sales.

If you follow these simple tips, you will be on your way to becoming a successful networker.

Categories: in-person networking, networking, newsletter, success tips