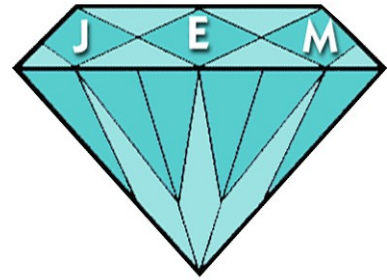


TIPS FOR “FACE to FACE” NETWORKING EVENTS



Not just for Self Employed Small Business Owners, but
for Everyone to learn to do in a Networking Environment!

Gleaned from years of experience as networking event attendee,
vendor and networking group organizer.

Networking Tip #1: **DO** – Remember the scout oath: “*Be Prepared!*” Have your 30 second naturally sounding infomercial introduction prepared, memorized and rehearsed. It should be a brief summary of what you do as well as some of the services and/or products you provide.

Insight: I remember watching a television news show once, years ago. A reporter was interviewing people at a large trade expo in Chicago. He asked a vendor (had a vendor badge) what he did. The vendor said, as he turned: “Wait, I’ll be right back!” I believe he was going for a product sample. The reporter turned and interviewed someone else. The channel switched to another segment long before the vendor returned! How much FREE advertising did the vendor lose?

Networking Tip #2: **DO** - wear a supplied adhesive backed, or your own pin or clip type, name badge on your upper right (not left) chest area. That position makes for easier reading since most people shake hands using our right hands. Include more than your name (i.e. I sometimes use “WEB Professor”) to spark an interest.

Networking Tip #3: **DO** - bring a good supply of your business cards. Have enough to offer one to everyone you meet. In addition have brochures, advertising specialties, etc., available.

Networking Tip #4: **DO** - bring a pen and either a pocket notepad, notebook or index cards for taking additional notes and giving yourself reminders. You might also bring your calendar if not on an electronic device you carry.

Networking Tip #5: **DO** - Request a business card from everyone you meet as a courtesy. Remember the Japanese have the utmost respect for their business cards and bow when presenting them. Treat business cards you receive in a like manner. Briefly read them, comment, and ask any questions you might have immediately after inspecting them. Check the backside for additional information. Be “other” rather than “self” oriented.

Networking Tip #6: **DO** - Say the person’s name and business out load. Make sure you have the proper pronunciation of the person’s name or business name if it is difficult for you to understand and say. People appreciate being addressed properly and should not be embarrassed to repeat it.

Networking Tip #7: **DO NOT** - insist on everyone take everything your have to offer. Reserve for interested parties who request more information from you. Plus, you do not want something you invested in to possibly be trashed immediately!

Networking Tip #8: **DO NOT** - leave you materials on a table if you are not an exhibitor.

Networking Tip #9: **DO** - spend a few minutes with someone you just met to learn more about them and their products/services. If there is an interest in a future in depth meeting, suggest it and make notes on the back of their business card (best if you have a code as to your goal with this person) or a pocket notepad for a follow up. Be courteous, you do not know who that person knows who may need your product or service.

Networking Tip #10: **DO NOT** - congregate and spend a lot of time with people you already know and associate with. Your purpose is to meet people you do not know.

Networking Tip #11: **DO** - buy a raffle ticket (if there is one) for a buck. You will eat or drink more than that, anyway! If you win you can present your infomercial to the entire group! And, generally it's for a good cause anyway. Be even more generous and donate your winnings back to the group. You will make an impression with someone!

Networking Tip #12: **DO** - put your phone on vibrate and only answer emergency calls. Excuse yourself if you do.

Networking Tip #13: **DO NOT** - text message while at an event. Neither read nor write!

Networking Tip #14: **DO NOT** - pitch any vendors exhibiting there nor solicit them. They have paid for their booths and you have not.

Networking Tip #16: **DO NOT** - take pictures, audio or video without permission! Unless you are a reporter and they allow you to.

Networking Tip #17: **DO** - if you are shy and introverted look for people with 'Non-Member' badges. They may be just as apprehensive as you are to meeting strangers. This is especially true if you are not approached by a member or an ambassador. This is a "dating" scene for business, not social, relationships.

Networking Tip #18: **DO NOT** - eat or drink while talking with someone if you can avoid it. And never over indulge in liquor if available.

Networking Tip #19: **DO - FOLLOW UP, FOLLOW UP, FOLLOW UP** - whether by e-mail, telephone, or whatever. Acknowledge the meeting and time spent. Do so immediately - that day or the next.

This is an evolving list. Feel free to send me suggestions to add to this list.

Michael Yublosky
Vice-President

mikey@diywebjem.com

Something missing from our Website for do it yourself E-marketing? It is also an evolving site. Would you like to see something else that might help your small business efforts or do you have a question? Use our contact page or email me directly!