



# 10 Rules of Networking

Frameworks for a friendly approach to networking.

1

## NETWORKING IS ABOUT PLANTING, NOT HUNTING.

Networking is about building relationships. Building takes time, patience and persistence. This means that it's not okay to ask for a job. Ever. Period.



## BE OF SERVICE. ADD VALUE.

What can you do for them? Send an article? Introduce them to someone? Adding value to them distinguishes you. And it changes your mindset from taking (scarcity) to giving (abundance) which is much more attractive.

2

3

## BE PROFESSIONAL

Be sure your voice mail is professional. Scrub your Facebook profile. Polish your LinkedIn profile and stay active on your Twitter account. Be sure to use a formatted signature for your email. Comment in professional forums, write and publish opinion pieces. Attend meetings with business groups.



## GO NATIVE

Look like the job you want. Dress like people who have those positions. If they have business cards, get business cards. If they live in a world of fast email turnaround, check yours more often.

4

5

## BE PREPARED

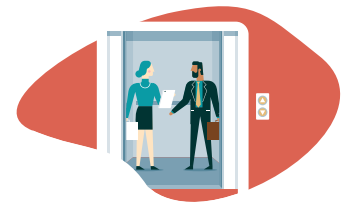
Networking can happen anywhere: Trader Joe's parking lot; your kids' school; in the vegetable aisle. Have a pen. Have a business card. And be ready to build the relationship. Don't hunt, plant.



6

## CRAFT YOUR ELEVATOR SPEECHES

Short, crisp, conversational answers to questions like “What do you do?” or “What are you looking for?” should roll off your tongue easily. Crafting these and making them sound natural takes practice, practice, practice.



## BE POSITIVE

Don't complain. About anything. You're building a relationship, not purging your demons.

7

8

## SHARE THE AIR TIME

Ask about the other person. Be curious. Express interest. When an exchange is over, ask yourself how much you talked. 50%? That's okay. 85%? That's probably not okay. This relates directly to #2 in this list.



## FOLLOW UP CONSISTENTLY

If the other person made an effort to serve you, send a thank you note. If you sense there's a relationship you want to pursue, do it with discipline. How will you track people? How will you track your previous contacts?

9

10

## DIG YOUR WELL BEFORE YOU'RE THIRSTY

By the time you need a relationship, it's too late to build one. Cultivation takes time. Don't put this work off until another day. Networking is its own job. Like any kind of investing, it takes attention and effort. And it pays!

