

THE “ESSENTIAL TIPS” BUSINESS SERIES

How to Get MORE BUSINESS BY NETWORKING

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HOW THIS BOOK WILL HELP YOU

If you talk to business people, many of them will tell you that networking is one of the main ways to go out and find new clients.

Unfortunately, when pressed, many of the same people will also tell you that they don't like networking very much and they don't feel they do it very well.

And, to be honest, if you're not very good at it, networking can be a painful experience. And it can also be a complete waste of your time.

But there's really no need to get too anxious about networking. It's like any other skill. Master a few of the basics and you'll find you can do a perfectly good job.

So I'm going to give you a lot of practical tips about how to go out there and network successfully. And all it requires from you is a bit of thought and a bit of practice.

This booklet will take you step by step through the whole process of networking, from choosing the right events to go to, to meeting people and following up with them (something most business owners are very poor at).

Follow these tips and you'll be much more effective than the vast majority of business owners, you'll feel more relaxed and confident about networking – and you'll see much better results!

For more titles in the Essential Tips series, visit the website at
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SELECTING A NETWORKING EVENT

1. Think carefully about the target market you're aiming at. Where do they tend to gather, how can you get in touch with them? Choose events where these people will be, not just any gathering of people.
2. Consider whether networking is actually the best approach for you. Do you like networking? If you hate it, you probably won't do it successfully and you'll get very little from it.
3. Plan it into your calendar. If networking is important to you, then block out time for it on a regular basis. Don't see it as something to do only if you've nothing else on or only do it when you don't have any business.
4. Keep in contact with your existing clients or customers as well as looking for new ones. You still need to maintain and strengthen your relationship with them as well as getting to know new people.
5. Go to some networking clubs where everyone is there for the same reason. You'll feel less uncomfortable and you can practice your skills more easily.
6. Look in a local directory or just type " business networking groups (plus your local area) " into Google to find out which groups are meeting near you.
7. Check out the membership of the club before you join. How many people attend? Does it restrict membership to one person from any specific category of business? Does it insist on regular attendance and, if so, can you commit to that?