

## **The 8 Laws of Networking Success**

### **1. Be Where the Decision Makers Are**

Get out there and start conversations with people. Make sure you have lots of 'face time' with people. You will find that people usually won't come to your house and ask you about what your business is and how they can get involved. Make sure you also spend lots of one on one time with people you meet at networking events. At networking events be selective with who you spend time with. Spend time with decision makers ie business owners. Be polite but don't waste a lot of time on sales people - they are looking for leads not for products or services to buy – exchange initial information and contact details and ask them who the decision maker/business owner is and contact them. And most importantly, choose your networking events well – focus on events that attract decisions makers not sales people.

### **2. Build Relationships**

Relationships are the most important and powerful thing in business (and personal life of course). Your business success will depend on the relationships you have. So when you go out networking expect to build relationships with people. Talk to 3 to 5 people in more depth, get to know them and their business and set up one on one catch ups to learn more about each other's business and how you can support each other. There is always someone who knows someone who needs your products or services. Again, make sure you are building relationships with the decision maker – very important! People are attracted to and want to build relationships with other people who give the "impression of increase". Everyone has met these types of people – they seem very knowledgeable about areas you really want to know more about and every second with them you are like a sponge – soaking up and learning. These types of people constantly have people around them and people wanting to be around them and work with them. Become one of these people by having knowledge and information that is in demand and interesting.

### **3. Planting Seeds**

Every networking event is a planting seeds session, you are planting seeds for future business and contacts that you will harvest later. Be patient planting your seeds and look after them, nurture and water them and you will reap the fruits later. Make new contacts and send them an article on a hobby or interest they have, a book you find which they might find interesting, a business article that will be helpful for them. Be creative! Emailing is a great tool for keeping in touch and sending them regular information – add them to your database of prospects that receive regular newsletters and promotions.

#### **4. Be a Host**

Act 'as if' you were the host at the networking event, introduce others to others. Adopt a host mentality by introducing people rather than wait until you are introduced. Introduce yourself and take the initiative to introduce others. Hosting shows strong leadership skills and many people find that magnetic. Put your hand out first to shake another and most importantly, shake firm, not wimpy! Take charge of your space. Make sure anyone around you is included in your conversation, don't be shy. Imagine if you were the host of a party, what would you do? Go do it, well.

#### **5. Discover interests**

Find out as much as possible about your opposite. Don't just rattle off all about you and how good you are. Find out where they work, their hobbies, likes and dislikes, if they have children, their favourite music, favourite holiday location, their passions etc. Find something you can connect with and have in common. Discover what lights up their life. Keep the focus of the conversation on them, people love being heard, be attentive and listen, they will be very thankful to you and your turn will come.

#### **6. Get their Contact Details and Stay in Touch**

Make sure you get their contact details including their email address and add them to your prospect database. (if you don't have a prospect database you should have one and be adding the details of add least 25 people per month). Take the initiative to reconnect and follow up with your new contacts. Whoever reconnects first becomes the power source of that relationship. Send them a thank you note or a nice to meet you card. Call them, email them, mail them something, drop by, invite them to lunch, do whatever it takes to reconnect first. Signing them up to your prospect database/ newsletter is a very easy way to stay in touch without investing any additional time (until they register an interest in your services).

#### **7. Offer Value**

Bring value to any potential relationship or it will be short-lived business wise. Bring your personal, professional and leadership value to the networking contact. Help them get what they want and they will help you get what you want. Give value first, everything else second! This is such a crucial law, take it serious! For example, if you can help them solve a problem they have identified by introducing them to someone you know who can help them, or send them information that is valuable to them – people don't forget favours.

#### **8. Act with Confidence and Enthusiasm**

Network and meet people with confidence. Have fun with it and enjoy yourself! Catch on fire with enthusiasm and people will come from miles around to watch you burn!