



Hello, My Name Is...

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In an age of “six degrees of separation,” it’s never been more important to network for business. And whether you’re a social butterfly or a behind-the-scenes kind of person, networking is key to the success of your business. Here’s how to do it right:

Keep in touch. If you leave a job on good terms, don’t forget those co-workers the minute you walk out the door. You never know where they may end up or how they may be able to assist you with jobs or clients in the future (and vice-versa). Quid pro quo goes a long way in the business world.

Join the club. Though many of us cringe at the local meet and greets, they are a great way to get valuable face time and name recognition. Become a regular at Chamber of Commerce or other local business events. Volunteer for some of the larger fundraisers in your area. Find individuals in your field or complementing fields and start a feedback group to exchange ideas and information.

Take a class. Or, if the thought of Toastmasters makes you quiver in your dress shoes, just practice. Practice your public speaking, your body language, your writing skills. Practice having a conversation with someone you don’t know by asking them questions about themselves and occupation.

Find a few close friends. Business friends, that is. Mentors who you can bounce ideas off of and who will give you sound career advice. And, in turn, see if you can be a mentor for someone.

Utilize social media. We put this last because we don’t want you to rely on this for your networking. But sites like [Facebook](#), [Twitter](#) and [LinkedIn](#) are valuable ways to connect with others in your field.



Facebook social plugin

Get Social With Us!



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