

55 Networking Secrets¹

1. Know the important values and principles in your life.
2. List five major accomplishments that you are proud of in your life.
3. Be clear about your expertise and the resource you can be for others.
4. Give up the lone ranger mentality.
5. Know your own power as a networker.
6. Have a written list of long and short-term goals that you review and revise regularly.
7. Have a network diagram that represents the magnitude and diversity of your network.
8. Have your presentation professionally represent who you are and what you do.
9. Introduce yourself in a way that is clear, concise, and personable, and that generates interest.
10. Be at ease in groups and use conversation generators effectively.
11. Reintroduce yourself to people rather than waiting for them to remember you.
12. Focus on people as they are introduced to you so that you remember their names and who they are.
13. Become comfortable playing host at networking events.
14. Become comfortable promoting and creating visibility for yourself and your business.
15. Be gracious and courteous with everyone you meet.
16. Create business cards that are attractive and representative of who you are and what you do.
17. Have sufficient business cards handy for each situation.
18. Give out your business cards appropriately.
19. Make notations on business cards that you receive as memory joggers and follow-up reminders.
20. Receive and give acknowledgements daily.
21. Acknowledge the people who inspire you whether or not you personally know them.
22. Nurture your network with calls, notes, and gifts in a timely and appropriate manner.
23. Use personalized note cards.
24. Graciously receive and accept acknowledgement and support.
25. Establish an effective system for organizing and retrieving your network.
26. Keep your business card file organized and up to date.
27. Use a time management system effectively.
28. Complete your daily action list each day by transferring or checking off items.
29. Do what is in front of you rather than creating more items on your action list.
30. Return phone calls within twenty-four hours.

¹ Donna and Sandy Vilas, *Power Networking: 55 Secrets for Personal and Professional Success* (Austin, Texas: Mountain Harbour Publications, 1992.)

31. Organize your thoughts before making a phone call to referrals, leads, or people in your network.
32. Say no to events, activities, and meetings that drain your time, energy, or focus.
33. Prepare for networking events in order to maximize your opportunity.
34. Ask for and use the support of others.
35. Make requests of your network in a clear, concise, and non-demanding manner.
36. Consistently find opportunities to ask, "Whom do you know who...?"
37. Follow up promptly on leads.
38. Gain value from every contact.
39. Become a member of a professional organization.
40. Serve on a committee or board of an organization.
41. Regularly give referrals to and make requests of your network.
42. Be aware of and use the "three-foot rule." (Anyone who is within three feet of you is a potential candidate for conversation and networking.)
43. Consistently reevaluate and add to your network.
44. Trust and follow your intuition.
45. Become committed to the success of the people in your network.
46. Become known for the high level of service you provide.
47. Become an active and perceptive listener.
48. Operate with integrity and professionalism in all your interactions and endeavors.
49. Approach each contact and opportunity with an open mind.
50. Become known as a powerful networker with an established and resourceful network.
51. Use networking to benefit yourself and others personally as well as professionally.
52. Keep your network in the forefront of your thinking.
53. Become a role model for power networking.
54. See the world as one big network.
55. Make networking a way of life.