

3 SECRETS TO GUARANTEE NETWORKING SUCCESS

LOOK GOOD

1

- Dress well - How you look is important for making a good first impression. Most networking events are professional events, and you'd do well to dress the part.
- Be first - Don't wait for others to notice you. Start with something simple and be first. 'Hi, my name is Elizabeth. What brings you here?'
- Make eye contact - Eye contact is the simplest way to connect with others, build trust and let them know that you are interested.

SPEAK WELL

2

- Take an active role - Be an active participant in the conversation so that you can help the conversation flow in the direction that you want it to go.
- Avoid controversial topics - While it is a great idea to talk about news, current events, and a variety of subjects, controversial things should be avoided. Making others uncomfortable is not a great way to make a first impression.
- Know your goal - Why are you here? Who do you want to meet? Knowing your goal in advance helps keep you motivated and focused on making good connections.

END STRONG

3

- Make a clear close - Networking is often about meeting a lot of people in a short amount of time. When it is time to move on, express your thanks and make a clean exit.
- Solidify your contacts - Don't want to get lost in the shuffle? Take the time to follow up. Even if you've aren't looking for a job, solidifying a contact and building your network is always worth your effort.