



GET ACTIONISTA'D! | BE RELATIONSHIP STRONG. | BUILD YOUR BRAND.

12 OF LADY ACTIONISTA'S TIPS ON NETWORKING BY SAMARA BETH

1. **BE AUTHENTIC:** Be Yourself.
2. **TALK TO EVERYONE:** Instead of approaching those from whom you “think” you can get business / or a date / or job—approach everyone. Best to judge less by appearance and more about getting to know individuals and see where you connect and who will compliment you and your mutual goals.
3. **GIVE BACK AS MUCH, IF NOT MORE, THAN YOU GET FROM OTHERS YOU MEET:** Be a giver (Karma will take over).
4. **ELIMINATE THE THOUGHT THAT ANYONE IS COMPETITION:** Relationship Thinking: Think “colleagues,” “creative partners,” “brain sharers,” “friendships,” and “long-term.” I friend everyone. But they do not all accept that, so if that happens to you, let it go or keep trying. The key is to do a “friendly follow-up,” without being an annoyance or always trying to make a sale.
5. **TALK TO PEOPLE OUTSIDE OF “WORK” ABOUT WHAT YOU DO, BECAUSE YOU NEVER KNOW WHO WILL BE YOUR NEXT CLIENT, PARTNER, REFERRAL, BEST FRIEND, OR SPOUSE.**
6. **LOVE PEOPLE WITH KINDNESS:** I used to say I would “kill” people with kindness if they don’t like me. After all, I am a people pleaser. Truth is, I am really loving them and appreciating their difference in personality or opinions (promise, no killing involved).
7. **SHARE YOUR THOUGHTS, IDEAS AND BRAINSTORM WITH OTHERS:** Create monthly “Brain Dumps” virtually or in-person.
8. **WHEN SOMEONE MAY BE IN NEED, VOLUNTEER TO HELP THEM, EVEN IF THEY DO NOT ASK:** Pride trumps need behind closed doors. Look for signs because once again, Karma works full circle.
9. **RELAX AND BE YOURSELF BUT IF YOU ARE SHY, TRY STEPPING OUT OF YOUR COMFORT ZONE TO MEET NEW PEOPLE:** For many, it takes practice. Practice on the Starbucks cashier or waitstaff, if it gets you talking and asking questions. Think of ice breakers before approach someone and make it fun or memorable.
10. **ELIMINATE FEAR OF REJECTION:** Not everyone will be your next customer or vendor or friend. You can’t win them all. I like to say you have to talk to 10 people, to find 1 relationship you will continually build on. If you are extroverted, that can easily transmit to 1 in 3. Just never give up!
11. **AVOID CLIQUES:** It’s ideal to be part of multiple groups when networking but still great to become close with those you connect with naturally.
12. **5 S’S (I TEACH THIS IN MY KIDIQUETTE COURSE):** 1. Smile, 2. See Eyes, 3. Shake Hands, 4. Say Your Name, 5. Say Their Name Back to Them “Nice to Meet you Bob.”

RELATIONSHIPS MATTER. | COMMUNITY MATTERS. | YOU MATTER.