

10 STEP-BY-STEP PRACTICAL STRATEGIES FOR NEW SMALL BUSINESS OWNERS TO NETWORK EFFECTIVELY

Pick 3 to 5 places where you can network each month to establish consistency. Networking can happen anywhere – a graduation party, church, fitness club, places to volunteer, online, and more!

Figure out what the least awkward way of approaching and talking to people is for you. Here are some sample things you can say or ask that are genuine and comfortable for you.



Be patient – some conversations just leave an impression, but do not actually become more than that until much later. Make it a point to talk to 1 new person each week wherever you go.



Pick 1 to 3 business networking events each month depending on how much you can spend on membership fees and how much time you must actually attend.



At business networking events, be authentic and do not pretend to have everything perfect in your life. Genuine conversations yield genuine relationships.

If you are an introvert, connecting with 10 to 20 people each week on social media might be easier for you than in-person. Befriend people on social media, especially on sites like Facebook and LinkedIn, and connect by direct messaging.



Make sure to reconnect and stay in touch with people with whom you make connection in a timely manner. In other words, follow up in a timely manner!



Once each month, research best practices when it comes to networking, and making professional connections. All successful business owners stay open to learning new things and develop professionally! Research, read, and adapt!

If you are way too uncomfortable to go to an event and meet new people, go only if you know someone is going who can introduce you, or go with a friend. This way, you are not feeling awkward and out of place.



Before going to any event where you can meet new people, tell yourself that giving is more important than getting. Networking becomes WAY EASIER if you go with a mindset that you want to listen to others, give to others, and be a connector.