



# Do's & Don'ts

## Setting Clear Goals



### Be Specific:

Clearly define what you want to achieve through networking. Whether it's expanding your client base, finding a mentor, or learning about job opportunities, specificity helps focus your efforts.

### Set Measurable Objectives:

Make your goals measurable so you can track your progress. For example, if you want to expand your client base, you might set a goal of securing three new clients within six months.

### Be Realistic:

Set goals that are attainable within a reasonable timeframe. Unrealistic goals can lead to frustration and disappointment.

### Make Them Time-Bound:

Set deadlines for your networking goals to create a sense of urgency and accountability.

### Align with Your Overall Objectives:

Ensure that your networking goals align with your broader career or business objectives. This ensures that your networking efforts are contributing to your overall success.

### Don't Be Vague:

Avoid setting vague goals like "network more" without specifying what that means or what you aim to achieve.

### Don't Overcommit

Setting too many goals or overly ambitious goals can spread your efforts thin and reduce your chances of success.

### Don't Over Expect:

While it's good to aim high, setting unrealistic expectations can lead to burnout and disappointment.

### Don't Forget to Review and Adjust:

Regularly review your networking goals to track your progress and adjust them if necessary. Circumstances may change, so it's important to be flexible.

### Don't Ignore Feedback:

Feedback from your networking efforts can be valuable in refining your goals. Don't ignore feedback, whether it's from successful connections or from challenges you've encountered.



# Do's & Don'ts

## Networking Research



### Understand Your Goals:

Clarify what you want to achieve through networking research. Whether it's finding potential clients, partners, or job opportunities, knowing your goals helps you focus your research efforts.

### Research Your Target Audience:

Understand the demographics, interests, and needs of the people you want to connect with. This will help you tailor your networking approach to resonate with them.

### Use Multiple Sources:

Gather information from various sources such as online platforms, industry publications, and professional networks to get a comprehensive view of your target audience and industry trends.

### Stay Updated and In the Know:

Continuously update your knowledge about your industry, market trends, and key players. Networking is about building relationships, and being well-informed can help you engage in meaningful conversations.

### Prepare Conversation Starters:

Use your research to prepare conversation starters that are relevant to the people you want to network with. This shows that you've done your homework and are genuinely interested in connecting.

### Don't Rely on a Single Source:

Avoid relying solely on one source of information. Cross-checking information from multiple sources helps ensure accuracy and completeness.

### Don't Generalize:

Don't limit your research to just the basics. Go beyond surface-level information to gain deeper insights into your target audience and industry.

### Don't Neglect Online Platforms:

Online platforms like LinkedIn can be valuable sources of information for networking. Don't overlook the power of social media and professional networking sites in your research.

### Don't Go Stale:

Don't stop researching once you've made initial connections. Keep researching to stay updated on industry developments and to identify new networking opportunities.

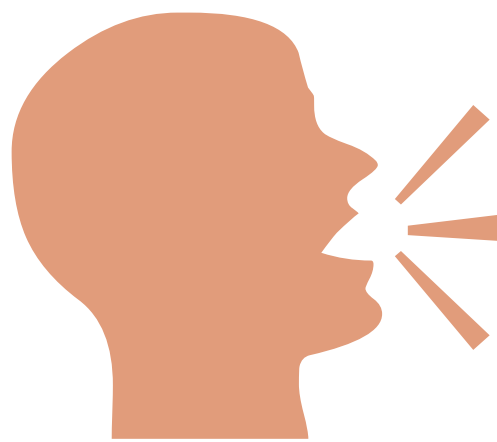
### Don't Forget to Document:

Documenting your research can help you stay organized and refer back to important information when needed. By following these do's and don'ts, you can conduct effective research for networking, enabling you to build meaningful connections and advance your professional or business goals.



# Do's & Don'ts

## Elevator Pitch



### Keep it Concise:

Aim for a pitch that can be delivered in about 15-30 seconds, the length of a typical elevator ride.

### Focus on the Essentials:

Highlight the most important aspects of your message, such as what you do, what problem you solve, and why you're unique.

### Tailor it to your audience:

Customize your pitch based on who you're talking to, emphasizing aspects that are most relevant to them.

### Practice, but sound natural:

Rehearse your pitch so you can deliver it confidently, but avoid sounding too rehearsed or robotic.

### End with a call to action:

Prompt the listener to take the next step, whether it's scheduling a meeting, visiting your website, or learning more about your product or service.

### Don't ramble:

Keep your pitch focused and avoid going off on tangents

### Say What?!?!:

Don't use jargon or technical language: Keep your language simple and understandable, even if you're pitching to experts in your field.

### Don't forget to listen:

Engage in a conversation rather than just delivering your pitch. Be prepared to answer questions and address concerns.

### Don't be too pushy:

While you want to encourage action, avoid coming across as overly aggressive or salesy.

### Don't neglect to follow up:

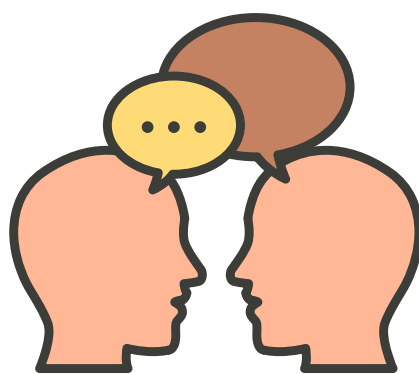
If the conversation goes well, make sure to follow up afterward to keep the momentum going.





# Do's & Don'ts

## Listenening Actively



### Maintain Eye Contact:

Make regular eye contact with the person speaking to show your attentiveness and interest.

### Ask Open-Ended Questions:

Encourage the speaker to elaborate by asking open-ended questions that require more than a yes or no answer.

### Paraphrase for Understanding:

Repeat back what you've heard in your own words to ensure you've understood correctly and to show that you're engaged in the conversation.

### Show Empathy:

Demonstrate empathy by acknowledging the speaker's feelings or perspective, even if you don't agree with them.

### Provide Feedback:

Offer feedback that shows you're actively listening, such as nodding or using verbal cues like "I see" or "That makes sense."

### Don't Interrupt:

Avoid interrupting the speaker, even if you're excited to share your thoughts. Let them finish speaking before you respond.

**Avoid Distractions:** Minimize distractions and focus on the speaker. Put away your phone and avoid multitasking during the conversation.

### Avoid Formulating Responses:

Refrain from formulating your response while the speaker is talking. This can distract you from fully understanding their message.

### Don't Assume:

Avoid making assumptions or jumping to conclusions. Instead, seek clarification if something is unclear.

### Don't Judge Prematurely:

Suspend judgment and listen with an open mind. Avoid jumping to conclusions or making snap judgments based on limited information.



# Do's & Don'ts

## Be Yourself



### Be Authentic:

Be genuine and true to yourself in your interactions. Authenticity builds trust and helps you form meaningful connections.

### Highlight Your Strengths:

Showcase your skills and strengths confidently. This can help you stand out and make a positive impression.

### Listen Actively:

Show genuine interest in others by actively listening to what they have to say. This demonstrates respect and can lead to deeper connections.

### Be Open-Minded:

Stay open to new ideas and perspectives. Being receptive to others' viewpoints can enrich your networking experiences.

### Follow Up:

After networking events, follow up with people you've met to maintain connections. This shows that you value the relationship and are proactive in nurturing it.

### Don't Pretend:

Avoid pretending to be someone you're not. Authenticity is key in building lasting professional relationships.

### Avoid Over-Promoting:

While it's important to highlight your strengths, avoid coming across as overly self-promotional. Focus on building genuine connections rather than selling yourself.

### Don't Dominate Conversations:

Allow others to share their thoughts and stories. Avoid dominating conversations with your own experiences or opinions.

### Avoid Being Closed Off:

Stay open to meeting new people and expanding your network. Avoid sticking only to familiar faces or groups at networking events.

### Don't Overlook Small Talk:

While the focus is on business, small talk can help break the ice and build rapport. Don't underestimate the power of casual conversation in networking.



# Do's & Don'ts

## Quality over Quantity



### Research Your Targets:

Invest time in researching potential connections to ensure they align with your goals and values.

### Personalize Your Approach:

Tailor your communication to each individual, showing genuine interest in their work and how you can add value to their network.

### Focus on Long-Term Relationships:

Aim to build lasting relationships rather than seeking immediate gains. This approach can lead to more opportunities in the future.

### Offer Value:

Look for ways to help others before asking for favors. Offering value upfront can establish trust and reciprocity in the relationship.

### Follow Up:

After making a connection, follow up consistently to nurture the relationship. This demonstrates your commitment to maintaining a quality connection.

### Don't Spread Yourself Too Thin:

Avoid trying to network with too many people at once, as this can dilute your efforts and lead to superficial connections.

### Avoid Transactional Relationships:

Networking should be about building genuine connections, not just seeking immediate benefits. Avoid approaching networking with a purely transactional mindset.

### Don't Neglect Existing Relationships:

While seeking new connections is important, don't overlook the value of nurturing existing relationships. Quality networking includes maintaining and strengthening existing connections.

### Avoid Being Too Pushy:

Respect the pace of the relationship-building process. Avoid being too pushy or aggressive in your networking efforts.

### Don't Ignore Feedback:

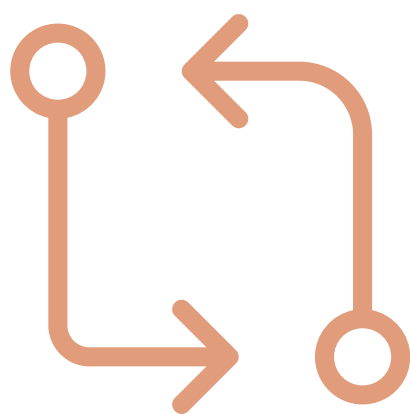
Pay attention to feedback from your network. If someone isn't responsive or shows disinterest, respect their boundaries and focus your efforts elsewhere.





# Do's & Don'ts

## Following Up



**Send a Personalized Message:**  
Tailor your follow-up message to each person, referencing your previous conversation to show that you remember them.

**Express Gratitude:**  
Thank the person for their time and any insights they shared during your initial interaction.

**Recap the Conversation:**  
Briefly recap the key points of your previous discussion to jog their memory and reinforce your connection.

**Offer Value:**  
Provide something of value in your follow-up, such as an interesting article or resource related to your previous conversation.

**Suggest Next Steps:**  
Propose a specific next step, such as scheduling a follow-up meeting or connecting on social media, to keep the momentum going.

**Don't Delay:**  
Send your follow-up message promptly after your initial interaction to maintain the connection while it's still fresh in both of your minds.

**Avoid Generic Messages:**  
Personalize your follow-up messages to avoid sounding generic or automated.

**Don't Overwhelm with Information:**  
Keep your follow-up concise and focused. Avoid overwhelming the recipient with too much information.

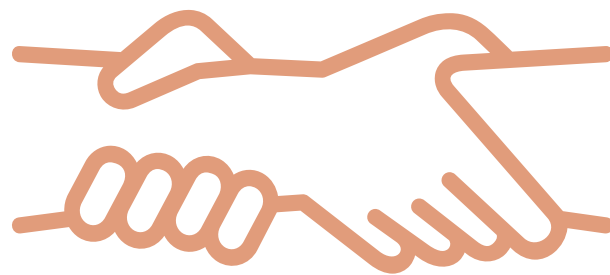
**Avoid Being Too Forward:**  
While it's important to suggest next steps, avoid being too pushy or demanding in your follow-up.

**Don't Forget to Follow Through:**  
If you've promised to provide something or take a specific action in your follow-up, make sure to follow through in a timely manner.



# Do's & Don'ts

## Offering Help



### Be Genuine:

Offer help sincerely and without expecting anything in return. Authenticity builds trust and strengthens relationships.

### Be Specific:

Offer concrete assistance rather than vague offers. For example, instead of saying, "Let me know if you need anything," you could say, "I can introduce you to someone who might be able to help with that."

### Listen Actively:

Understand the other person's needs before offering help. Listen actively to their challenges and goals so that your offer is relevant and valuable.

### Follow Through:

If you offer to help with something specific, make sure to follow through in a timely manner. This demonstrates reliability and commitment.

### Respect Boundaries:

Respect the other person's boundaries and don't be pushy. If they decline your offer of help, accept their decision graciously.

### Don't Make Assumptions:

Avoid assuming what the other person needs. Instead, ask open-ended questions to understand their situation better.

### Avoid Overpromising:

Be realistic about what you can offer. Avoid overpromising or committing to things you may not be able to deliver.

### Don't Be Transactional:

Offer help without expecting immediate reciprocation. Networking is about building relationships, not transactions.

### Avoid Being Dismissive:

Don't dismiss the other person's needs or challenges. Even if you can't offer direct help, show empathy and understanding.

### Don't Take Rejection Personally:

If your offer of help is declined, don't take it personally. Respect the other person's decision and continue to nurture the relationship.





# Do's & Don'ts

## Staying Visible



**Regularly Attend Events:**  
Attend networking events, industry conferences, and seminars to stay connected with peers and industry trends.

**Be Active on Social Media:**  
Maintain an active presence on professional social media platforms like LinkedIn. Share relevant content, engage with others' posts, and participate in discussions.

**Offer Value:**  
Share your expertise and insights with your network through articles, blog posts, or presentations. Providing valuable content can help you stay top-of-mind.

**Participate in Groups:**  
Join and actively participate in industry-specific groups or forums. Engage in discussions, ask questions, and offer advice to demonstrate your expertise.

**Follow Up Consistently:**  
Regularly follow up with your contacts to maintain the relationship. This could be through emails, phone calls, or in-person meetings.

**Don't Overwhelm with Content:** While it's important to stay active, avoid overwhelming your network with excessive posts or messages. Quality over quantity is key.

**Avoid Being Inactive:**  
Consistency is important. Avoid long periods of inactivity where you're not engaging with your network or attending events.

**Don't Ignore Messages:**  
Respond promptly to messages or inquiries from your network. Ignoring messages can give the impression of disinterest.

**Avoid Being Self-Centered:**  
While it's important to share your expertise, avoid making every interaction about promoting yourself. Balance self-promotion with genuine engagement and interest in others.

**Don't Disappear After Initial Contact:**  
Building lasting relationships requires ongoing effort. Don't disappear after the initial contact; continue to nurture the relationship over time.



# Do's & Don'ts

## Practicing Gratitude



### Express Sincere Thanks:

When someone helps you or offers support, express your gratitude sincerely and specifically. Acknowledge their efforts and the impact it has had on you.

### Send Thank-You Notes:

After networking events or meetings, send personalized thank-you notes to express your appreciation for the opportunity to connect.

### Show Reciprocity:

Look for opportunities to reciprocate acts of kindness. Offer your help or support to those who have supported you in the past.

### Be Genuine:

Authenticity is key. Make sure your expressions of gratitude are genuine and heartfelt, rather than perfunctory.

### Practice Regularly:

Make gratitude a regular practice in your networking efforts. Look for opportunities to express appreciation on a consistent basis.

### Don't Be Generic:

Avoid generic or impersonal expressions of gratitude. Tailor your thanks to the specific actions or support you received.

### Avoid Taking for Granted:

Don't take gestures of support or help for granted. Even small acts of kindness deserve acknowledgment and gratitude.

### Don't Delay Expressing Thanks:

Express your gratitude in a timely manner. Delaying can diminish the impact of your thanks.

### Don't Expect Returns:

Practice gratitude without expecting something in return. Genuine gratitude is about acknowledging the kindness of others, not about transactional exchanges.

### Don't Forget Follow-Up:

After expressing gratitude, follow up to see how you can continue to support each other. Building on gestures of gratitude can lead to stronger relationships.