

Networking Tips Networking Update broadcast on MarlowFM on 87.8
<http://www.marlowfm.com>

part of Lunchtime with Business in Berkshire hosted by Jean Wolfe 31. 05.07

Guests in the studio:

Sebastian Brown who runs the local Henley ecademy group
(<http://www.ecademy.com>)

Helen Isacke manager of the Marlow group of Refer On
(<http://www.refer-on.com>)

Paul Bolton – owner of Refer On

Susan Kurr who runs Red Handbags – a new scheme to support women n the first stages of their business. (Red handbags website will go on line shortly). Telephone Number is 01494 522141.

1. Think about helping other people first.
2. Find out what the people you meet do and how what you do could fit.
3. Tell people what you have been doing recently as it could feel more natural than an “Elevator Pitch.”
4. Consider the people as more than potential clients or referrers- they could be suppliers for your business and potential partners.
5. Wear the appropriate clothes you wear for work.
6. For men a suit without a tie is a good mix of formal and informal.
7. If you feel scared head for the coffee.
8. If everyone seems to be in groups find the person on their own who is looking at the carpet.
9. Follow up afterwards – but only people you really did talk to.
10. Both ecademy and Refer On have a website with profiles. Look on there and find some additional information to help you make the follow up feel natural about emailing or phoning (Red Handbags will go live shortly.)
11. Go to lots of different groups to see which you like best. Then commit to the ones you have selected. Getting to know others well is the key for success with networking.
12. Before the event have a look at the list of attendees (if there is one) and decide who could be a natural partner for you and your business and therefore you would like to talk to them.
13. Enjoy the opportunity to meet others. If you work at home you may need more social contact and networking is a good way of providing it.
14. Henley Ecademy, Refer On and Red Handbags have good speakers who can help you grow your business at reasonable cost. Make the most of the talks and workshops.
15. Enjoy Networking! It is a great way to build your business.