



## NETWORKING TIP

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*From Rosemarie Burton*

Does the very thought of your next “networking” opportunity make you conjure up all sorts of excuses for why you are *just too busy*? Or perhaps you suddenly feel like you might be coming down with something, something *very* contagious. Unfortunately, many people cringe at the thought of having to master self promotion techniques in order to move their business or cause forward.

Here’s My Tip...*Relax*. Instead of rehearsing how to successfully market yourself in less than a minute, show more interest in the people you are meeting. Be genuine. Ask questions. The kind of questions that say you really do care about their answers. “So, how did you get into this line of work? Is this what you originally thought you might be doing? If you could do something for a living that really utilized your gifts and talents, what would that be? ” Whether you wind up talking about their kids, what they like to do on weekends, or their favorite reality show, what really matters is that you have made a connection. You took the time to get to know someone a little bit better.

When people sense someone is genuine and comfortable in their own skin, they are far more likely to consider your business or services when the need arises. If it seems appropriate, it is always worthwhile to continue the relationship by sending a handwritten note or an e-mail.

Many of the people I have “networked” with over the years have resulted in mutually beneficial professional associations. Many others have become friends. I was reminded of this recently while I was teaching my 23 month old twin granddaughters, Lily and Abbie, an old song I learned in Girl Scouts “Make new friends but keep the old, one is silver and the other gold.” Gold and Silver are always good investments.