

HOW TO NETWORK - DO'S AND DON'TS

Networking is not magic - it is no substitute for your own basic competence or for taking good care of yourself. Networking lets others know what you have that you can contribute and what you don't have that you want by being involved in networking.

- DO give as much as you get from your network.
- DON'T be afraid to ask for what you want.
- DO report back to those who give you a lead.
- DO follow up on any leads or names.
- DON'T tell everything to everybody--only those who need to know.
- DO be business-like.
- DON'T pass up any opportunities to network.
- DON'T neglect traditional organization.
- DO your homework, be familiar with any subjects that may come up.
- DO keep in touch with your old network as you move up or away.
- DO call members in your network "for no reason at all".
- DO bring your network into play with particular care when you are about to enter unfamiliar territory.
- DON'T be discouraged if someone brushes you off.
- DO call ahead when you have given a name to someone in your network.
- DO refine your questions.
- DON'T ask for the moon
- DO keep expanding your network. Every time you get a referral ask that person for an additional name or two--"Can you suggest anyone else I might talk to about this?"
- DO ask for one thing at a time.
- DO watch your timing.
- DON'T expect an instant, magic answer
- DO take advice when you've asked for it. (in the listening, if not in the doing).
- DO offer your help generously.
- DON'T tell people what to do, your performing a better service when you help them to think and generate their own solutions..
- DO make guidelines clear to your "constituency"--time, effort, money, resources, etc.
- DO be on the alert to hear such guidelines from others --on the lines, between the lines, and hints as well -- remember to ask if in doubt - respect limits.
- DO deliver on your promises.
- DON'T make idle promises.
- DO pick the appropriate people to ask for what you want.
- DO take others up on their offers to help.
- DO be prepared for an occasional slump.
- DON'T discriminate in your network, prejudice may make you miss out on a lot of winners.



OPINIONS AND FEELINGS ARE FREQUENTLY A PERSONAL TRIUMPH OVER GOOD THINKING
YOU DEFINE REALITY BY WHAT YOU KNOW, WHAT YOU BELIEVE, AND WHAT YOU DO ABOUT IT.