

Radio and TV —

I host an internet radio show and a local access TV show. ~~You want to~~ Do your best to take advantage of every offer ~~you receive~~ to appear on radio or TV. ~~it is~~ It's a great way to position yourself as an expert. You can post the interview on your website or social media accounts so people hear your advice. ~~Now I realize~~ The first time you do a show, you may be a little nervous. ~~But~~ like all things in life, the more often you do it, the easier it becomes. You should also consider hosting your own show; again, ~~it's~~ is a great way to position yourself as an expert.

Commented [JMB1]: I don't think this tip should be in the "Time Management" section.

Take Control—

You have to take control of your life if you want to be successful. ~~You have to think about how you are spending your time and who you are spending it with.~~ Now I like being in control of everything, but it's not easy for a lot of people. Think about how you're spending your time and who you're spending it with. How is that affecting your business? Please stop waiting for things to change and get better it won't! It's easy to let busywork take up your time and make you feel productive when you're not really accomplishing anything that will build your reputation, attract clients, or bring in money. happen by accident. So pay careful attention to how you spend your time. You may even want to write a log of how you spend your time for a day or two. Breaks are important for your well being, so I'm not suggesting you give those up. But pay attention to what you're doing between the breaks. You may be surprised at how much time is spent on unproductive busywork.

Take Two Days Off—

I ~~had worked~~ was working seven 7 days a week for ~~the last 6~~ six years when my body and mind revolted and demanded a break. I was so burnt out I could barely think straight. Please learn from my experience and don't make that mistake. I know how challenging it is to launch a successful business and how important it is to put your heart and soul into ~~the business~~ it, but you need to take time off and find balance in your life. Right now, ~~I'm~~ am running two networking groups, hosting about 25 networking events a month, writing a book, and speaking about business networking ~~to various groups~~ a few times a month. It's a pretty quick pace, ~~however,~~ but I force myself to carve out two days a month where I don't do any work. ~~What I have found is~~ I've found that just taking a few days off helps my mind and body rest, which allows me to have better focus, which makes me more productive. Go to your calendar right now and block out two whole days and be sure to enjoy them.

Read—

The best advice I can give you is to spend a few minutes each day reading about your industry. I like to spend a few minutes each day searching twitter for #networking. I've ~~have~~ found some awesome ideas that I've ~~have~~ been able to share with my followers.- Try to schedule in a few minutes each day to read and share articles with your friends about trends in your industry.

I Messed ~~Up~~ Today—

I'm ~~am~~ embarrassed to admit that, for the first time in six years, I forgot an appointment. I have to be honest, when the guy called me, I was ~~really~~ tempted to lie and say we were scheduled for 11 a.m., -not 10 a.m., or that I had it in my calendar ~~as next~~for the following week. Luckily, I caught myself. Why should I lie to him? He knows I messed up, ~~and~~ lying to him will only make it worse. My friends, we all make mistakes, so ~~please~~-when you do, admit it and tell the person you're ~~are~~ sorry. Most people will forgive you, and if they don't that's okay too. Either way, reschedule and move on, but do it honestly.

Commented [JMB2]: I believe this fits better into the Etiquette section. It's not really about time management.

Guard Your Time—

~~I was speaking with~~Last week, I was scheduling a meeting with a potential client, ~~last week and~~ when I asked him when he wanted to meet. He ~~replied~~-said any time ~~next the following~~ week ~~works would work~~, because he had ~~s~~ nothing ~~at all~~ going on. ~~Now~~ that may be true, my friends, but ~~please~~ never admit that ~~to anyone~~. It sends ~~out~~ the wrong message ~~to people~~. Your time is ~~your most~~a precious resource, so ~~please~~-treat it that way. ~~I have m~~any people ~~reach out to~~ ~~me asking~~ask to meet ~~me~~ for coffee because they want to talk to me about ~~“something.”~~- Sorry guys, I don't have time for vague requests. If ~~someone doesn't~~people don't tell you why they want to see you, ~~then you can be~~it's a pretty sure ~~bet~~ you're ~~are~~ in for a sales pitch. ~~Don't waste your time meeting people who can't give you a good reason to meet. You can also save time with meetings by doing them~~ ~~I try to do more of these meetings~~ by phone or ~~by~~ Skype. Please be respectful of ~~fr~~ your own time and ~~that of~~ the person you want to meet.

Before Events

Five Things to Do Before a Networking Event—

Here ~~is a list of~~are five things ~~that~~ you should do before attending a networking event. ~~Number 1 is~~First, register for the event ~~ahead of time~~. ~~By registering you are giving~~This gives the host and the other attendees a chance to review your website and social media sites to gain knowledge about you and your business. ~~Number 2~~Second, review the list of attendees and make notes about the people you ~~'d would~~like to meet. Most people will be very impressed that you spent the time researching them and their business. ~~Number 3, B~~Third, bring business cards. ~~Here is the~~The rule of thumb; ~~is to~~ bring twice as many cards as you think you ~~'ll will~~ need. ~~I have to admit~~I was embarrassed when ~~I attended a networking event and one of my a~~ friends ~~at a networking event~~ asked me for a stack of cards for his office and I only had four left ~~on me~~. Yup, ~~that~~ made a great impression and I was rather embarrassed. ~~Number 5~~Fifth, arrive on time ~~for the event~~. Please ~~factor in~~factor in traffic and ~~the possibility of~~ getting lost if you ~~'re are~~ not familiar with the venue. ~~You want to do your best to~~This will maximize the time you have available for networking.

Commented [JMB3]: There is no fourth thing.

Promote Networking Events You Plan on Attending—

Most people think ~~that it's is really~~ easy to run a ~~B~~business ~~N~~networking ~~E~~event, ~~and~~ I wish they were ~~correct~~right. ~~But sadly, it's~~ not the field of dreams they think it is. I don't just invite people and they attend. I have to follow up with them ~~with emails and text messages to~~ remind them ~~and to persuade them to attend, and send them text messages~~. If you want to be my best friend, help me promote my events. Helping build the attendance ~~not only~~benefits ~~not~~ just me, but you and the entire group as well. It creates chances to meet friends of friends, and make new connections. I always ~~joke with~~tell people ~~that~~ I run a really awesome networking group, but ~~what am I supposed to say, it stinks but you should come anyway they might think~~ I'm just saying that because it benefits me. When you share my events, you ~~'re are~~ helping me raise awareness of the group, while at the same time endorsing me to your friends and letting them know that, yeah, it really ~~is~~ an awesome networking group. For ~~that those who do that,~~ I'm ~~am~~ very ~~appreciative~~grateful.

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Schedule ~~Y~~our ~~n~~Networking ~~e~~Events like ~~a~~Appointments—

If you ~~'re are~~ reading this book, you know that networking is essential to growing your business. ~~However, m~~ Many people never make networking a priority. They attend events only if ~~it-it's~~ is convenient and ~~will~~ look for reasons to skip ~~the~~ events. ~~Now I do recognize that client~~ appointments are important, but you have to ~~t~~ treat networking events like appointments and

schedule them in your calendar at the beginning of the month. If someone asked to meet you ~~and at a time when~~ you already had an appointment, wouldn't you suggest another time? Of course you would. ~~but if someone asks to meet you most~~ But many people will skip ~~the a~~ networking event ~~to take the meeting if a potential client asks to meet them at the time when the event is scheduled.~~ I always suggest that you ~~try~~ Try to do both before you just back out of the event. Or try to meet ~~them~~ before the event and then bring ~~them the potential client~~ along ~~to the event~~ as your guest and ~~help~~ introduce ~~them him or her around to people at the event.~~ It will make a great first impression.

What if I am shy?—Use The Buddy Plan

~~I was speaking to a~~ client ~~and she~~ told me that she struggles with networking events, because she has a hard time walking up to people she doesn't know and introducing herself. So I suggested ~~two ideas that could potentially help her. First, she could go to an event with one of her friends or as I call it the buddy planshe use what I call "The Buddy Plan" and go with a friend.~~ This can be a great way to feel comfortable at an event. ~~But please don't~~ When you do this, it can be tempting to just stand together all night in the corner. ~~That's not networking!~~ You have to mix and mingle with others. ~~So if you're shy, so I always suggest you not try not to go with someone who's is as shy as you because that is probably not going to work.~~ I personally like to go to events with my friends and spend the whole night introducing them around, ~~and~~ ~~my~~ My friends are always extremely appreciative. I always smile because I also receive a lot of benefits from helping, ~~first,~~ first, my friends are thankful, and ~~second,~~ second, I get a chance to meet more people who think I'm ~~am~~ a nice guy for helping my friends. Typically, when I'm ~~am~~ at an event, ~~someone people~~ will ask me if I can introduce them too, so ~~I can often have!~~ I'm often helping two or three people ~~I am helping~~ at each event. If you don't have a buddy, call or email the host and ask ~~them~~ if ~~they he or she have knows~~ anyone who can help. Most groups can pair you with one of their regulars to introduce you around. If you come to one of my events, just come over and stand next to me and I'll ~~will~~ take care of you for the event.

Commented [JMB4]: I'm changing the title, and changing the text to match it, because the second half of the tip isn't related to shyness.

Things to Consider Before You Join a Morning Networking Group—

-Are you a morning person? ~~I have a~~ lot of ~~my~~ friends ~~who~~ simply do not like getting out of bed in the morning. If ~~you are one of them you're like them,~~ then joining a group and making a commitment to be there every week, may not be the best idea for you. What ~~s is~~ is the location of the group? Many people try to join the biggest morning networking group they can find, thinking ~~that~~ it will result in more referrals. That may be true, but are you committed to making

that commute each week? I have many friends ~~that who~~ commute over an hour to get to their meeting. ~~Be sure to factor the commute in when making your decision.~~

Next, think about the day of the week the group meets. Many of my friends take a three-day weekend all summer long, so joining a Friday group is probably not a great idea ~~for them~~.

Also, ~~make sure to~~ try out various groups before you join. ~~Now I'm am~~ a huge fan of morning networking groups, ~~and what~~ One thing I like about them is ~~that~~ each group has ~~their~~ its own personality. Some groups can be very laid back and others can be strict. Look for a group that fits your personality. You should also consider your sphere of influence. ~~Let me give you an example.~~ ~~For example,~~ if you're ~~are~~ a Home Stager, ~~you want to~~ meet with the realtor, mortgage person, and home builder in your group to see how well you get along and to see if they're ~~are~~ open to working with you. This is probably the most important thing to do before you join any morning networking group. If your sphere of influence doesn't plan on using you, ~~if~~ they already have long standing contacts in your field, then you may want to search for a different group.

Lastly, ask about what happened to the last person ~~that who~~ had your seat in the group. Why did ~~they he or she~~ leave ~~the group~~? If possible, talk to that person and ask ~~them~~. ~~Now I respect understand~~ that this can ~~get be~~ a little ~~tricky awkward~~ sometimes. Things don't work out because of personality conflicts or because ~~you people~~ have different approaches to business. But if you find ~~that there have been a few out that several~~ people ~~who~~ have had the seat and left the group quickly, ~~then~~ a red flag should go flying, ~~and you'll want~~ You should find out to know why, ~~and if you can't, you may want to find a different group.~~

~~Eat~~ Before ~~you~~ Attend an ~~Event~~

Unless you're ~~are~~ attending a dinner, ~~you should~~ always eat before ~~you attend~~ an event. ~~Now, I have~~ People say all the time ~~often say to me,~~ "Kevin, there's ~~is~~ free food." ~~Why wouldn't I take advantage of that?"~~ Have you ever tried to speak talk with someone ~~that who~~ has a drink in one hand, a plate in the other, and a mouth full of food? How did that work out for you? It simply doesn't. ~~Now if~~ you need to eat, grab a quick bite and get back to the reason you attend the event, to network. I always joke with my friends and say if you think you may have set a new world record for shrimp consumption at a networking event, then you're ~~are~~ doing something wrong.

~~Business Networking Event~~ Registration Etiquette for Exclusive Networking Events

~~I want to discuss two types of n~~etworking events, ~~are either E~~exclusive ~~and/or O~~open.

Exclusive events are often limited by industry or by the number of attendees. ~~Please o~~Only register for these events if you're ~~are~~ sure you can attend, and ~~please~~ notify the host ~~of the event~~ immediately if something comes up ~~and you can't make it~~. I host industry exclusive events as part of the New England B2B Networking Group and it's ~~is~~ really challenging when people fail to show up. I try to invite people who I believe may be able to do business together or be great referral sources for the other attendees, so if one person is missing, it can impact the effectiveness of the event. ~~Now of course I do understand that things may come up at the last minute but, please call the host as soon as you can to let them know~~. Throughout this book, ~~you will see me~~ I'll ask the same question: "Is that the image you want people to have of you?" If you fail to show up to an exclusive networking event, the message you're ~~are~~ sending is that you're ~~are~~ not reliable. My friends, nobody wants to refer someone who is ~~n't not~~ reliable.

Open Networking Events—

~~These Open networking~~ events are open to everyone and ~~they~~ are usually well attended. ~~I can tell you~~ The hardest part of running networking events is getting people to register. Many people ~~want to wait to until~~ the last minute to sign up to make sure they can attend. I respect this, but let me explain to you what goes on behind the ~~proverbial~~ curtain. ~~When I'm am~~ hosting an event, I think about the size of the venue and how many people will fit in there comfortably. Some venues can hold ~~twenty 20~~ and some can hold ~~one hundred 100~~. So if the venue holds ~~twenty 20~~, I invite people until I have ~~twenty 20~~ registered and then I stop because I don't want to have 30 people attend a venue that only holds ~~twenty 20~~.

Commented [JMB5]: The point is unclear here.

As a friend of mine always says, people want to know what's ~~is~~ in it for them. ~~Here's what's in it for you: Well, by registering, it gives me as the host~~ As the host, I ~~a chance to~~ review all of the ~~registered~~ attendees so I can do my best to introduce ~~you them~~ to potential clients and partners. Also, many ~~of my~~ attendees review the list and ~~will~~ ask me to introduce them to people they ~~may not don't~~ know. So by not registering, you're ~~are~~ missing out on the chance to make those connections.

Lastly, I want to ~~speak talk~~ about what I call networking math, ~~for me my magic number is thirty for open events~~ For open events, I find 30 is the magic number. If ~~thirty people see that 30~~ people ~~register have registered, then people they~~ feel like wow everyone is going and they ~~will~~ want to go too. If I have ~~only between fifteen and twenty 20 or less, then~~ they feel that it's going to be a small crowd, so they ~~ll often will~~ skip ~~this one it and attend next time~~. So you're ~~are really~~ doing the host a huge favor by registering early.

During Events

Arrive on Time—

I ~~really do~~ encourage you to treat networking events like appointments and arrive on time. ~~Now~~ I ~~do~~ understand that this may not always be possible due to the location of the event or unexpected traffic. But if you arrive late to every event, ~~then it does become challenging to refer you.~~ People ~~will feel~~ might believe that you ~~'ll~~ will show up late for ~~the~~ appointments you make ~~with them~~ as well and nobody likes their time wasted. So ~~please~~ do your ~~r~~ best to arrive on time. ~~it~~ shows that you take your commitments seriously.

Commented [JMB6]: You already had a tip about arriving on time.

Summertime Networking—

I find that many people take the summer off from networking. I may be biased because I ~~do~~ run two networking groups, but I ~~'ll~~ will do my best to convince you that it ~~'s~~ is a really bad idea. If you disappear for three or four months, ~~it is only natural that~~ people may believe that you went out of business, especially if you ~~'re~~ are a new business owner. Also, you ~~'ve~~ have been working ~~really~~ hard to build relationships through networking, ~~and w~~ when you take ~~several~~ months off from events, it can feel like you ~~'re~~ are starting over ~~again~~. I suggest that you find time to attend one or two events ~~per a~~ month that you really like and find valuable to keep your name out there. If you find that you simply cannot attend events, ~~please~~ make sure you ~~'re~~ are staying in touch with your connections through your newsletter or by emailing them.

Quality over Quantity—

I went ~~out~~ to a networking event recently and only eight people attended. I have to admit, I was ~~really~~ disappointed, ~~when I arrived~~ because I had lots to do that day ~~and I could have been spending the next two hours doing something else~~. But I remembered that I ~~'m~~ am always telling people it's quality over quantity when it comes to connections. Of those eight people, two ~~of them~~ were really great contacts for me. Let's be honest, most of us have skipped a networking event because we saw that the event registration was really low, ~~but~~ ~~please~~ remember, it only takes one really great contact to make the event successful for you. I have a lot of friends ~~that who~~ love to attend networking events with over 100 attendees, ~~and t~~ they

love to call me and invite me to attend, telling me how great ~~they~~ these events are. I always ~~smile and~~ ask how many people ~~do you~~ they talk with at these events and how ~~do you~~ they choose who to talk ~~to~~ with? The answer never really surprises me. Most people tell me they ~~speak~~ talk to with 5 to 10 people at a typical event. That means the other 90 or so people are pretty much extras in the event, right? For some reason, they never seem to like that answer. Remember, my friends, quality over quantity is always your best bet when it comes to making connections.

Quality over Quantity (2)

~~We had a~~ used to know a gentleman ~~attend some events for a group I was involved in and he would~~ who would attend events and just walk up to people and hand them his card. ~~Finally~~ One night I stopped him and said ~~“Why~~ “Why do you pass out your cards to everyone in the room?” ~~His obvious response~~ He replied, “So you will call me when you need me.” I ~~smiled and~~ said, “I will never call you, because I don’t know you or what you do, so please take your card back. Next time, take a moment to introduce yourself and tell me a little bit about what you do and then maybe we can work up to doing business together.” He frowned at me, grabbed his card, and hasn’t spoken to me since. You will run into a number of “card pushers” at ~~an~~ events. Their simple goal is to make sure that everyone in the room leaves with their card. My friends, ~~you always want to remember~~ when it comes to ~~a~~ networking events, it will always be quality ~~ever is always more important than~~ quantity. ~~Please let me be very clear here, you cannot~~ can’t meet everyone at a networking event, so ~~please~~ don’t try. It comes across ~~like as~~ though you ~~re~~ are running a campaign to be the ~~P~~ resident of the United States, trying to shake as many hands as possible. Instead, focus on having a few really good conversations with people ~~that who will can~~ help you and with people you can help. Those are the people ~~that~~ you will build the “know, like, and trust” factor with.

Keep Networking

Last week ~~I received a message from~~ a friend ~~saying that~~ said business had ~~s~~ slowed down, ~~for~~ them so ~~they want~~ he wanted to start attending some of my networking events. I smiled and asked ~~them~~ him why ~~they think their~~ he thought his business slowed down? ~~They~~ He smiled back and said it was because ~~they~~ he stopped attending networking events. I see this happen all the time. People attend as many networking events as they can and set up lots of meetings and then stop networking. ~~The excuse is~~ They say it’s because they have appointments set up for the next month, so they won’t have time to meet anyone else, so why bother networking? ~~Well~~ What happens a month from now, when you ~~ve~~ have met with everyone? That’s right, you

start all over again. You're ~~are~~ much better off ~~to~~ consistently attending ing events so that you're ~~are~~ always meeting new people and staying in touch with your contacts. -Have you ever asked what happened to someone ~~that-who~~ stopped attending networking events? Your first thought ~~is-might be:~~ "Are they still in business?" ~~is~~ that what you want people thinking about you?

Are You Dominating the Conversation?—

~~One of the things I like to do a~~After I meet with someone, ~~is to spend some time thinking about~~ try to evaluate how ~~good of a job I did explaining~~ well I explained the benefits of my networking groups. ~~and-s~~ Sometimes, guys, I want a do-over, because I realize I did a horrible job. It's is very important to understand the person's needs ~~of the person~~ before you pitch your business. ~~I would like to use myself as an example here.~~ As you know, I host in-person networking events and I also promote my clients through social media. ~~So-if I'm am~~ out at an event and I ask ~~the person if they come~~ someone if she comes to events all the time and ~~they sayshe says~~ "God no, I hate going to events," then it would be rather silly of me to tell ~~them-her~~ about my in-person events. I'd would be better off talking about my social media promotion. ~~Or maybe you should take a minute to find out why they don't like certain types of events. Maybe you will find a common ground with them. In any case, I do believe that~~ God gave you two ears and one mouth for a reason. ~~Try~~ Try to listen twice as much as you speak.

Be ~~p~~Positive—

Have you ever met with someone who was negative about everything? ~~How is your day? I had a horrible day. How is business going? It's been my worst year ever~~ You ask him how his day was ~~and he says it was horrible. You ask her how business is going and she says it was her worst year ever.~~ Now why would you possibly want to do business with a person like this, when you can't be sure ~~they will~~ she'll be in business next week? Please don't be ~~-~~negative when you're are speaking with potential clients and business partners. ~~it is~~ It's a huge turnoff. Please don't use networking events to complain about your life. ~~Please+r~~ Remember to always be positive. Attitude is everything when you're ~~are~~ trying to sell yourself and your work.

Arrive Early for Networking Events—

~~I can tell you t~~The hardest part of hosting a networking event ~~for the host~~ is the first 15 minutes. We can often get nervous thinking nobody is going to show up. ~~Please do what you can to arrive on time.~~ If you arrive xx to xx minutes early, the host will appreciate it. -What is in

Commented [JMB7]: You have two previous tips telling people to arrive on time. Consider consolidating them or deleting some of them.

Commented [JMB8]: How early should someone arrive?

it for you? First, ~~if you arrive early~~ you can often spend some quality time with the host. ~~Now I~~ can only speak for myself, but when I have ~~ten-10~~ minutes to ~~speak-talk~~ with someone before an event, I ~~find that I~~ usually end up introducing them to a lot of people simply because their story is fresh on my mind. Second, it allows you more one-on-one time with other early arrivers. Also, the host often needs help with some last minute preparations, so being that helpful person will go along way ~~with-towards~~ building your relationship with the host. ~~I'd~~ ~~would~~ like to thank everyone who shows up early for my events. Thanks for keeping me calm and entertained.

Measuring the ROI on Business Networking—

I do realize that ~~I said please don't~~ ~~told you not to~~ give up on networking, and I meant it. But you do need to measure the ROI (return on investment) from the various groups ~~that you're are~~ a member of. When you first start your business, a large portion of your sales may come from one particular networking group. As your business and reputation grows, that may ~~not always~~ ~~be the case~~ ~~change~~. This is why it's is very important to track where your referrals are coming from and ~~to track~~ the results of those referrals every year to determine ~~if-whether~~ you should renew your membership to a particular group. When you're ~~are~~ making this calculation, ~~you~~ ~~need to~~ factor in the cost of membership and the cost of your time to attend the events, as well as any meetings for coffee to follow up. You may be very surprised by the results. Again, please don't give up on networking. It may just be time to move on to another group(s) if the one you're ~~are~~ currently in is no longer producing a ~~fair-the~~ ROI you need.

The Biggest Networking Mistake That You Will Ever Make—

~~I often have p~~People often say to me, “Kevin, please only introduce me to people who have a need and the means to pay for my goods and services.” My friend, that is the biggest mistake you can ever make when networking. ~~You want to r~~Remember that you're ~~are~~ not selling to your network, you're ~~are~~ selling through them. ~~I'd would~~ like to use myself as an example, ~~My~~ needs as a business owner are pretty straight-forward. I need a phone, Wi-Fi, a computer, Mountain Dew, and pizza. ~~So m~~Many ~~people-business owners~~ would totally dismiss me because I probably don't have a need for their goods or services. But I'm ~~am~~ a professional networker

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with over 17,000 ~~(and growing)~~ connections ~~(and growing)~~. Now do you want to network with me? ~~Please remember to never~~ ~~Don't~~ dismiss ~~people~~ ~~anyone~~. You never know where your next referral is coming from.

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My First Networking Event—

I'd ~~would~~ like to tell you about my first networking event. I have to admit, I was scared and didn't know what to expect. ~~So~~ I showed up, filled in my name badge, turned around, and realized I didn't know anyone in the room. So I started to panic a little and felt like I was back at the old CYO dances. Who should I talk to? ~~What~~ What should I say? Luckily for me an older gentleman came up to me and said, "Son, you have a deer-in-and-the-headlights look. I take it this is your first networking event?" I smiled and said yes and he spent some time talking to me and introduced me to a few people. After I spoke with three people, I had ~~reached~~ my goal, so I ripped off my name badge and left to pick up some pizza and a Mountain Dew.

To Reduce Your Fear of Networking, Focus on Giving Rather Than Receiving—

I've ~~have~~ found that when I focus my efforts on helping people connect at networking events, I always have a great night and end up signing a new client or picking up a few really great contacts. When you focus on helping other people, it takes ~~all of~~ the pressure off, because you're ~~are~~ not trying to sell anything, you're ~~are~~ just there as a resource. I've ~~have~~ seen people fear networking simply because they don't know what to say, or ~~because~~ they struggle to find that line between trying to gain new clients and coming across as pushy and aggressive. The next ~~event you attend~~ ~~time you go to an event~~, ~~please~~ ask everyone you meet how you can help them or who can you introduce them to ~~that who might~~ ~~may~~ help them grow their business. This simple approach will help you stand out at networking events. ~~Please be~~ ~~Be~~ prepared to answer that question for yourself when someone asks you.

Be ~~a~~Approachable and ~~s~~Smile—

Have you ever walked into a networking event and nobody in the room would make eye contact with you? That has to be one of the most awkward feelings in the world. ~~Please~~ ~~remember~~ ~~pe~~ People want to feel welcomed when they arrive. So ~~please~~ smile at them and say hello and welcome them into your conversation. I've ~~have~~ made some great contacts just by being approachable and being the first person to talk to somebody new at a networking event. I

have a friend ~~that~~who always ~~tells the story of~~talks about how I stopped in the middle of a story at an event because I knew he was new and waved him ~~to come~~ over ~~and~~to listen and meet my friends. We became friends that night because I showed him some love.