



## Networking Netiquette

By Jeanine L Dent

How do you advertise your business today? Are you taking advantage of the power of networking using word of mouth marketing? Our definition of networking is relationship building. In order to build those relationships you'll want to participate in the various different networking opportunities around your community. Below are some helpful hints to get you started.

- 1) **Wear a Professional Name Badge.** Be proud of your business and use your name badge as a billboard to advertise yourself and your business. If you don't have one order one today!
- 2) **Have an Effective Handshake.** A firm handshake, for both men and women, conveys confidence.
- 3) **Maintain Eye Contact When Meeting Someone.** Make the person you are meeting feel important by maintaining eye contact and not looking around for the next person to meet.
- 4) **Dress for Success.** This is business – dress the part. You only get one chance to make a first impression!
- 5) **Watch Your Body Language.** Display confidence by having good posture. Slouching says you lack confidence. Your body language should reflect your passion, confidence and expertise. Fidgeting, rocking or swaying says you are nervous, unsure or unprepared.
- 6) **Tell Appropriate Stories.** Again this is a business gathering. Keep your stories on a professional level.
- 7) **Show Interest by Engaging Them First.** Ask open ended questions that will get them talking about themselves and their business before you talk about yours.
- 8) **Actively Listen.** Maintain eye contact, ask questions using their own words and nod in agreement.
- 9) **Memorize Your 1 Minute Infomercial.** Write out and practice your infomercial so when someone asks, what you do, you'll be able to tell them quickly with passion and confidence.
- 10) **Make Introductions – Be the Host.** Networking is all about making connections and building relationships.

Jeanine Dent is the President & CEO of PROAlliances, LLC a membership based referral and resource organization that provides entrepreneurs and professionals a place to grow their business through innovative and value driven mastermind and traditional networking groups, special networking events and professional development opportunities.

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