

THE IDEAL NETWORK

DO and DON'T RULES



When conducting your networking, remember the following:

DO BE

- Fearless
- Uncompromisingly Professional
- Purposeful
- Appreciative
- Aware and Observant
- Committed to regular contact
- Open
- Able to reciprocate whenever possible
- Able to move in all circles but with sincerity
- Respectful of other people's time and energies
- Prepared
- Flexible
- Timely in follow-through

DON'T

- Leave a connection without asking for another
- Present yourself as "less" (or more) than the person with whom you are connecting
- Overpromise
- Invest in your own expectations – surprises can be nice
- Expend energy on someone who is not ideal or is a non-responder
- Forget to thank your network members
- Gossip
- Don't talk about your own problems, especially if it concerns finances – concentrate on positives
- Be afraid
- Be rambling or show a lack of confidence in your communication

- **Make a cold connection when you can use someone in your own network to pre-introduce you**
- **Do mass networking such as using a generic email to a long list unless you are sending a newsletter. Make networking connections personal**
- **Forget to take care of your network – manage your connections in an organized fashion, periodically updating and weeding**

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