

## 5 Ways to Make (and Keep) Contacts for Life

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### *Networking Tips to Help You Create More Meaningful Relationships*



What comes to mind when you hear the word "networking?"

Probably **pre-rehearsed pitches** and **schmooze artists**, right?

Insincere glad-handers give **NETWORKING** a bad name!

Believe it or not, you can **make lifelong friends and contacts through networking**. The key is to know how to network the *right* way.

Here are **five ways to network and keep your contacts for life**.

#### **1. Don't be a schmoozer!**

Make sure you have something to offer when you speak, and offer it with sincerity.

It's better to spend time with fewer people, and have one or two meaningful conversations, than engage the whole room with an insincere, wandering-eye routine.

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## 2. Steer clear of gossip.

Using gossip to spark up a conversation is easy, but in poor taste. Eventually, your gossip will lose its luster as people realize that you can't be trusted.

## 3. You're only as good as what you give away.

A networking event is similar to a social media platform like [Twitter](#). Be prepared to pass along interesting, relevant information - or just empathy to a community of like-minded individuals. **Be a connector!**

## 4. Let your true colors show.

Openness is an extremely valuable attribute. People respond with trust when they know you're being straight with them. **Honesty** and **genuine enthusiasm** go a long way in creating deeper connections.

## 5. Keep it personal.

Reaching out to others is not a numbers game. Your goal is to make **genuine connections** with people who you like and can count on.

For instance, instead of sending a mass e-mail addressed to a long list of recipients, make a point to send the message individually - or to small groups. Personalization is always a nice touch.

Make an effort to **CULTIVATE TRUST** and **SHOW SINCERITY** at your next networking event.

You'll be surprised by how much business you'll get done - and lasting contacts you'll make.

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