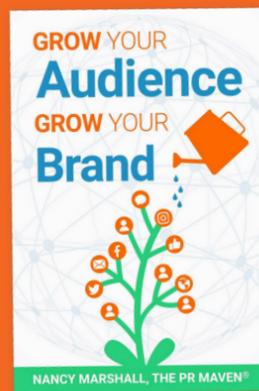


3 TIPS FOR NETWORKING EFFECTIVELY FROM MY NEW BOOK



Credit for concepts to Nancy Marshall

Highlights

When I was growing up, my favorite time of the day wasn't recess or dessert — it was the moment when the mail carrier would arrive at our house to drop off mail for our family. This was in the years before Amazon Prime, so I wasn't waiting for overnighted toys or games. Nope! It was all about letters from my pen pals.

Thanks to a program coordinated by Highlights Magazine, I was connected as a little girl with pen pals all over the world.

IT ALWAYS COMES BACK TO THE 'KNOW, LIKE, TRUST' PRINCIPLE

My colleagues in the PR industry and I talk a lot about the principle of “know, like, trust.” Here's how it works: since business happens between people, you need to establish a connection with anyone who you are hoping to bring on as a client or connect with professionally in some other way.



YOUR NETWORK IS YOUR NET WORTH

This is a nice wordplay, but it's also a fact. Bottom line: the more people who know you or know about you, the more successful you'll be. I'm a firm believer in the power of a vast network to help you build a thriving career.

It's important to remember, though, that your network only works for you if you give others a reason to know, like, and trust you.

NETWORKING ISN'T ACTUALLY ABOUT YOU!

Yes, networking has a benefit for your bottom line, but if you're going to do it successfully, you have to come at it from a selfless place.

Whenever I have the opportunity to meet someone new, I start by asking them lots of questions about themselves. Instead of jumping right into the work I do and how I might be able to support them with PR or marketing, I ask them about what they do for work and what they enjoy doing. But I don't stop there! I listen to their answers intently.



WANT TO LEARN MORE?
LISTEN TO EPISODE 93 OF THE PR MAVEN® PODCAST.

