



Can't Network to Save Your Life? 4 Tips that Will Help You Connect

Networking does not come easy to many people, especially those who are basically introverted and happy to be excellent at their work, while the world is out there doing its thing. However, networking is a must for your professional advancement and hence, you need to develop your own even if it is the last thing you would normally want to do.

For those who find it a huge effort to network, here are a few quick tips that will help plenty:

1. **Arrive at Evening Parties Early** - In this way, instead of getting lost in the crowds that literally can swallow you, you find a few people with whom you can strike a conversation and stick to through the party, making new acquaintances effortlessly. When you belong to a small group you will find it much easier to interact.
2. **Make it Worthwhile to Interact with People** - For many, just walking up to anyone - in a small or large group - is a major effort. To make it easy, try handling this just as you handle any challenging job in your own field of expertise. In other words, set targets and strategize; lastly, give yourself a reward if you achieved your target. For example, plan to meet at least 15 new people at any event. How to identify these people - say in your mind, something like this: I will meet all the people who wear green/blue/or any color other than white. For a reward, choose something you enjoy to celebrate the successful completion of your "assignment".
3. **Listen** - Most introverts are excellent listeners. Did you know this could be your best tool for networking? Most people are too busy selling their business, idea, work that they forget to listen. You - as most introverts - would rather listen. Do just that. Ask your "new friend" or "new friends" about their work, business, dreams, families, and so on and listen. You will not only create an impression, but also you will gain some very serious professional friends.
4. **Follow-up Appropriately** - Now that you have made a few "friends" it is very important that you remember what they liked best both professionally and personally. When you follow up with an email, ensure that you send them something interesting about their field. This could be anything, i.e. could be a link to a great article, information about a great upcoming event, a picture, etc. The person will be very impressed that you remembered and this will make you a great networking ally.