

presents **TEN** *tips*

on  
**Social Networking**



1

Assert yourself positively. Take responsibility for getting what you want. Stop comparing yourself with others.

2

Present yourself so that others have the very best impression of you. We have 7 - 30 seconds to make a good first impression. There isn't too much we can say in that time, so a good non-verbal impression must be made.

3

Who would you like in your network? Call or write to those who are your heroes. Surround yourself with positive people. Get rid of the negatives in your life.

4

Ask for help. No one is an 'I'-land. Don't be too independent. Very often asking another for help may be the first step for you, and a compliment for them.

5

Gain a niche or an area of excellence. Build on your strengths. Share your capabilities, to empower others.

6

Listen to others with your ears, your eyes, and your heart. Keep your mind open. Turn off that part of your mind that is always judging.

7

Learn to mix business with pleasure. Carry your business cards with you at all times. You never know who may be useful to you, or you to them.

8

Practice your small talk. Being able to talk to people easily builds trust. If you cannot speak well, people will never realise your talents.

9

Make networking a part of your life. It is not what you know but what you do with that knowledge that will make the difference.

10

Say thank you every chance you get. Build the attitude of gratitude. Networking is not a fast-track way of getting what you want - it is building relationships for times when they will be needed. It is a two way street.