

How To Network Your Way To Success

Step-By-Step Tips From The Experts

Building Social Capital Pays Real Dividends

(NAPSA)—Networking is more than just shaking hands and passing out business cards.

According to Ivan R. Misner, Ph.D., and Michelle R. Donovan, authors of “The 29% Solution” (Greenleaf Book Group), networking is really about building your social capital—and it’s a skill that can be acquired.

Successful networking is about learning how to work the networking process—not just letting it happen. “The 29% Solution” offers the essence and meaning of networking from a man whom CNN called the “father of modern networking.”

The book’s authors have identified 10 traits that make a master networker and indicate they can all be cultivated:

1. Timely follow-up on referrals. Following up on what you say you’re going to do, when you say you’re going to do it, builds your credibility and trust with your network.

2. Positive attitude. A consistently negative attitude makes people dislike being around you, while being positive contributes to your determination, internal motivation and ultimate business success.

3. Enthusiasm/motivation. The people who get the most referrals show the most enthusiasm, and the best sales characteristic is enthusiasm.

4. Trustworthiness. Trust can never be taken lightly, be-

cause it plays such a huge role in your credibility.

5. Good listening skills. Your success as a networker may depend on how well you can listen and learn from the people in your network. Communicating well takes focus and effective listening.

6. Commitment to networking 24/7. Networking comes as easily to a master networker who can be found networking in the grocery checkout line, at the doctor’s office and while picking the kids up from school—as well as at business mixers and networking meetings.

7. Gratitude. Expressing gratitude to business associates and clients is just another building block in the cultivation of relationships that can lead to referrals. People like to refer others to business professionals who go above and beyond.

8. Helpfulness. Master networkers keep their ears and eyes open for opportunities to advance other people’s interests. They get joy out of helping other people succeed.

9. Sincerity. Those who have developed successful networking skills convey their sincerity at every turn.

One of the best ways to develop this trait is to give your undivided attention to the individual with whom you are developing a referral relationship.

10. Dedicated to working one’s network. It’s not net-sit or net-eat—it’s netWORK and master networkers don’t let any opportunity to work their networks pass them by.

For more information, visit www.29PercentSolution.com.

