



## Networking Tips for Introverts

*Networking ...* The art of meeting people for the purpose of learning new information and establish new contacts.

It sounds simple, but the truth is, that for some the thought of entering a room full of strangers can be more uncomfortable than visiting the in-laws. To feel more confident in social events, try these eight tips:

1. If you are right handed, wear your name tag on your right side, just below your shoulder. Why? Because when you shake hands with another person, your right shoulder moves forward and your name tag is easier to read.
2. Bring 40-50 business cards to ensure you have plenty. Keep extra in the trunk of your car so you always have some close by.
3. To keep business cards organized, carry your cards in one pocket and place the cards you collect from others in a different pocket.
4. If everyone seems to be paired up in conversation, look at their feet. If one foot is angled out, creating an “open door” with their body language, this is a sign that they will welcome you into their conversation.
5. Ask open-ended questions to get conversations started. For example, you might ask, “Julie, your company name sounds interesting. What does your company do?” Other questions to ask: What makes your company unique?, What do you like most about your job/business?, How can I identify a good lead for you?
6. During the networking event, make notes on the back of the cards you collect. This will serve as a reminder of your conversations and make follow up easier.
7. Relax and smile. ☺ People like to be around people who are happy and enthusiastic. If you don’t feel that way, fake it. Seriously.
8. An easy way to be memorable - follow up within 24 hours of meeting someone. Many of us plan to do this, but life seems to get in the way. Studies show that over 80% don’t follow up, so if you do, you will stand out and be memorable!

Written by: Nancy LaJoice, Membership Director for the Baltimore Washington Corridor Chamber (BWCC). To learn more networking tips and marketing ideas, come to a free BWCC Membership 101 session, held monthly. Visit [www.bwcc.org](http://www.bwcc.org) for more information. Or contact Nancy at 301-725-4000 x105.

