

10 Business Networking Myths

What do you think about networking? Some people love it, others find it really challenging and avoid it when they can. I've attended many hundreds of networking events over the past 25 years, both in my 'past life' as a chartered accountant, as well as a business owner.

I've even been fortunate enough to be a founding member of a unique women's business group, The Adelaide Network, which has been going strong since 2000. For those of you who live in or around Adelaide, please let me know if you'd ever like to come along to an event as my guest.

Since networking is a popular and very effective strategy used by many of my coaching clients to grow their businesses, I thought I'd share 10 common myths and tips from a great book called Masters of Networking by Ivan R. Misner and Don Morgan to encourage you to continue to make new connections:

1. **If you do a good job for people, they'll always come back to you:** Not necessarily so. They'll come back to you only if they're not starting to build relationships with someone else. Always keep in touch.
2. **If you do a good job for people, they will tell others about you:** If this was true you can only imagine the amount of business leads and referrals you would have. What is true is that the only way you're going to really kick in word-of-mouth marketing is to far exceed their expectations.
3. **If I give to others, I can expect that it will come back to me in a short period of time:** Sure, this is possible if the person that you're interacting with is in a position to fulfill your need at that time. This is not the rule but the exception. It may not come around at that very moment but when you eliminate unfulfilled expectations, good things start to happen and the process of giving and receiving provides a pretty solid foundation for building relationships with others. A quote by English poet William Blake is a great rule to live by: 'Always give without remembering, always receive without forgetting.'
4. **Networking takes too much time and energy:** Networking is not a place that you're going to but a place you're coming from. Why not just have it be a part of everything you already do? Remember, it's a process for developing and maintaining contacts and it's a passion that one develops from the work that they do. Don't just think of networking as something that you do some times and in some places, but as something that you can do with ease all the time and everywhere.
5. **You can't have your cake and eat it too:** Of course you can. People all over this world are sharing ideas and their resources, discovering that it makes sense to help others. Because people are sharing, they enjoy a sense of self-confidence, higher productivity and a feeling of belonging.
6. **I won't bother following up on this one – it'll never pan out:** It is so often that we underestimate the opportunities that present themselves, that we fail to take the steps that are so necessary in reaping life's biggest rewards. Always follow up and never underestimate the power of opportunity that someone can provide to you or one of your networking buddies. Sometimes a business lead can take months or even years to pan out. There are times when the person you followed up on is not in a position to help you today, but down the road they may be and their remembrance of how you followed up, took an interest in who they were, and your willingness to help them will be long remembered after the deed has been done.



PO Box 81
Highgate SA 5063

T 08 8338 3134
M 0411 471 941

E tania@blueskycoaching.com.au

 blueskycoaching.com.au

10 Business Networking Myths

7. **I don't really know anyone:** Who said you needed to know anyone to start the networking process? There are so many opportunities to meet people and the good news is that they're just as interested in meeting you.
8. **What you don't know can't hurt you:** One of the greatest challenges for people in business today is gaining access to the information they need when they need it. We're in the information age now. How can you expect to keep up with the times all by yourself? We're also living in a specialised society and there are so many people becoming experts in areas you know very little about. Why not consider tapping into their resources and expertise? Remember others are more than willing to put their experience and knowledge to work for you.
9. **You only go around once:** You have a whole world of possibilities at your fingertips and you can go around as often as you like. Not all people network the same way. Some will go to any networking opportunity that they hear about. Others are more targeted and focused in their efforts. By listening for opportunities and being clear on what you and others want to accomplish, the variety is endless and so is your networking experience.
10. **People take advantage of you when they can:** Sure, there are people that will try to do that from time to time, but in the long run, if you maintain integrity and stay focused, you'll make more good decisions than bad. Don't go out blindly and fail to safeguard your most important trade secrets or prized possessions. You still have to pay attention to whom you're associating with and you should check references when appropriate.

For more business and life coaching tips to help you achieve your goals and create and live the life you've always wanted, visit www.blueskycoaching.com.au. To find out more about how you can work with me personally, call me on 0411 471 941 or (08) 8338 3134 or e-mail tania@blueskycoaching.com.au.



PO Box 81
Highgate SA 5063

T 08 8338 3134
M 0411 471 941

E tania@blueskycoaching.com.au



blueskycoaching.com.au