



## **Don't attend a networking meeting with a 'What's in it for me?' attitude.**

Most of us join networking groups with a main ulterior motive and that is to get more business. But business and referrals are not given just because you are there.

Effort, commitment and time are required to build a reputation and a trust, and for others to understand your business and yourself. Only then will those people be comfortable in wanting to recommend you.

If you turn up at a meeting with the attitude of 'What's in it for me?', the other attendees will pick up on this and will be very wary of you. We all know what makes us feel uncomfortable - and pushy salespeople is just one category on the list.

Instead, if you approach your group with a 'How can we benefit each other?' attitude, your experience in networking will be much more successful.

- What can you bring to the group?
- Can you bring new members?
- Can you commit yourself to attending regularly?
- Can you network on behalf of your fellow members?
- Are you willing to develop business relationships with like-minded individuals?

If you adopt this sort of approach with your group, you will be accepted much more quickly, your business and position in the group will be taken much more seriously and the will to recommend you to others will be much more prevalent.

It is no great secret that members of a group are what makes the network successful, and more members equals more potential business. Strategic alliances, social interaction, free advice, new friends, new opportunities and new business are all a result of people working together instead of going it alone.

It's like anything in life - 'the more you put into it, the more you will get out of it'.

*Come and join us today, and become part of the reason why Effective Business Network (**ebn**) has become such a success.*

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