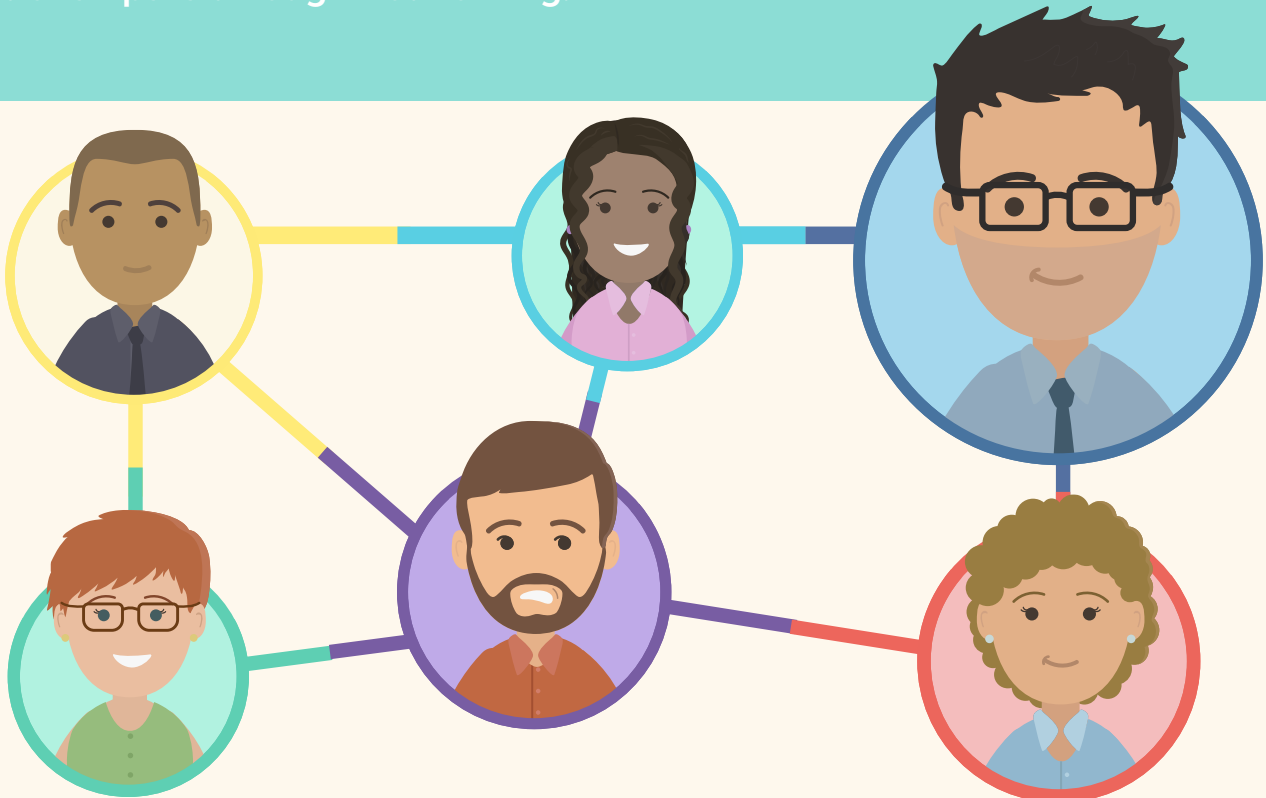


# NETWORKING



'It's not what you know, it's whom you know' the epigram highlights the importance of relationships in business, and one of the key ways of generating and nurturing these relationships is through networking.

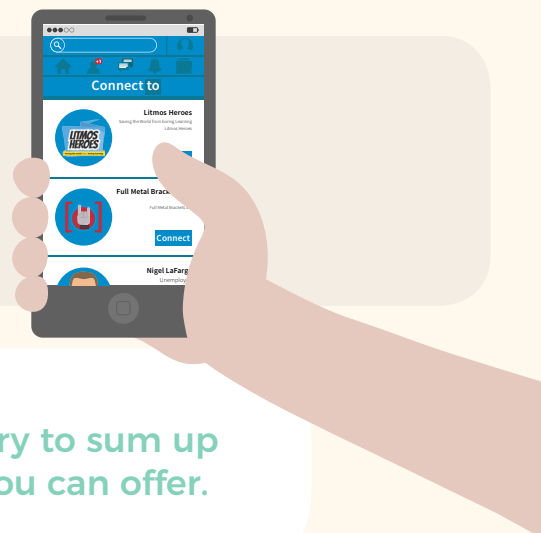


Networking is the act of meeting up to create and maintain business connections, to share info and refer opportunities.



1

You need to know what you want to achieve. Set some goals and outcomes, ask yourself, whom can help me accomplish these goals?



2



Create a concise summary to sum up what you do and what you can offer.



3

Be knowledgeable and passionate. People buy from people.



4

Don't be a farmer. Networking is supposed to be mutually beneficial, so always try to return the business.

5

Create a memory hook to be remembered by. We all know that annoying advert that we sing all day long...

**NETWORKING IS OFTEN THE BEGINNING OF CONNECTIONS, NOT THE END.**