



UNIT 2

Creating a Positive First Impression

Learning Outcomes

By the end of this unit the learner will be able to:

- ✓ Be goal focused about networking so that you make the most of events you attend



Unit 2

Creating a Positive First Impression

Body Language

We are always communicating and sending signals to others, even if we are not speaking.

What are some elements of body language?

Interpreting Body Language

Typically, body language has been used by a listener to confirm whether the body is sending the same signal as what the speaker is saying. Our experience with neuro linguistic programming (NLP) can help us take this further, by allowing us to use body language to help sensitize us to the speaker's state. NLP suggests that rather than simply making assumptions based on body language, we can use body language as cues to help us adjust our behavior to better connect with others and understand their thinking processes.

Let's look at some different states of mind and how we might recognize them.

Associated or Dissociated

Is the person you are communicating with involved in the conversation or somewhere else? Do they see themselves from an internal perspective or as if they were outside themselves?

People who are **associated** (tuned into things):

- Usually lean forward
- Are often animated, using gestures and imagery
- Might include more emotions in the conversation



People who are **dissociated** (tuned out of themselves or the conversation):

- Usually lean backwards
- Use fewer gestures and practical language
- Often have a more objective approach

Both of these states can be useful. If you are facilitating mediation between two staff who are arguing, and where you must be neutral, a dissociated state might be useful. However, if you're meeting someone new at a networking event, an associated state will be more appropriate.

Towards or Away From

This state reflects whether we are looking towards what we want to achieve, or away from the goal and at a problem that we are facing. In the **Away From** state, we are often tense and negative, thinking of the challenges that we are facing. In a **Towards** state, people are typically more relaxed with positive body language.

Match/Mismatch

We all have a natural tendency towards antagonism or co-operation and friendliness. Those who naturally **match** the environment around them can also often easily create rapport. They might naturally fall into the same body language patterns as the person that they are communicating with. They almost always try to build people up and support people.

People who try to find the differences in others usually fall into body language and speech patterns that are opposite of the person that they are communicating with. They might use expressions like:

- At odds with
- On the other hand
- Devil's advocate

Summary

These methods won't guarantee an instant shift in how many people you meet or the quality of those relationships, but they should help you get yourself (or the person that you're communicating with) in the right frame of mind to achieve results.



Be a Conduit

Being a People Person

People are drawn to people who are positive, confident, and likeable. Make sure that you project these attributes (not just while networking, but that's our focus here) in order to attract the right kind of people to you. Whether you are networking to sell a product, to expand the number of people you know, or attending dating events, your positive attitude, confidence, and likeability will help you get noticed. People are not likely to approach you and start a conversation if you are quietly standing in a corner with a drink in your hand. Even if you are not really feeling terribly social on a particular day, if you attend a networking event you'll need to set aside fatigue, insecurity, or awkwardness to make the most of the opportunity.

Getting Your Message Out

Many networking events allow one or two people to do a presentation, and it's a good strategy to get yourself on the presentation schedule. Not only does it help you demonstrate your confidence and competence about what you do, it serves as your introduction to the entire room. Make sure that you understand how the group works, since some groups are more sales/information focused, and others will be turned off by a hard sell from the front of the room.

Be a Conduit!

Being a conduit means you understand how to:

- **Connect:** Introduce yourself to people, and then introduce those connections to other people they can benefit from meeting.
- **Open** yourself up to new opportunities that come from meeting people and learning about them.
- **Nurture** these relationships.
- **Direct** your attention toward others and how you can help them.
- **Understand** that others may not be as effective as networking as you. Be kind to them.
- **Interest** yourself in what's going on and who you are meeting.
- **Treat** everyone as if they have something to offer, and a message worth hearing.

What can you do specifically to demonstrate being a conduit while networking?



Pre-Assignment Review

When you meet someone new, in person or over the phone, what is the first thing you notice about them?

- Face, eyes, overall dress and deportment (when meeting in person)
- Vocal tone, pace, and warmth (when connecting over the phone)

Why do you suppose you notice that specific thing?

- Watching/listening to determine whether they are trustworthy or genuine
- Watching for positive signs that I might like this person or what they have to say
- Focusing on a negative element so I can object, interrupt, or let my attention wander

Do you have a technique for remembering names?

- If not, check out the next session!

Remembering Names

Why Name Recall is an Important Skill

There are several techniques for remembering people's names, and the key is to use whatever works for you. You may find that a particular technique works in some instances (like when you also get a business card) but not in others (especially if you are in more casual surroundings). Most people love to hear their own name, and when someone new to us remembers our name, it makes us pay attention.

Avoid the temptation to say that you are horrible at remembering names. This can give off two not-so-subtle messages:

- You are not important, and therefore I won't make an effort to remember your name.
- I don't care if I ever meet you again or not.

Instead, make a conscious decision to get good at learning names. If you do not have a great track record for remembering names, let that change now. Stop telling people (and yourself!) that you never remember names. Plant the idea in your subconscious that you are fantastic at remembering names and you remember people all the time!

Repeat Their Name

When you meet someone new, repeat their name out loud, and look into their eyes as you do so to connect them to their name. If you can repeat the name, the likelihood of remembering it increases tremendously.

Try questions like:



- “Did I pronounce it correctly?”
- “Could you repeat your name for me?”
- “How do you spell your name?”

Sometimes we are talking with people but very distracted and we aren’t even trying to remember their name. Instead, focus on the person or people you are speaking with, and then repeat their name within the conversation. For example: “Doug, it’s nice to meet you. What do you think of this subject?”

When Doug answers, use his name in your reply, like this: “It’s great to hear what other people are thinking about that, Doug. I’m curious to hear what you think will happen next.”

Be sure to use their name at the end of your conversation. For example, “Daria, it was a pleasure to meet you today. “

Write It Down

This is a great technique used by sales people, and it’s available for the rest of us too! When you meet someone, write their name down as soon as you can, along with a trigger to help remind you who they are. You can do this in a paper or electronic notebook. Keep a list of new people that you meet and then review it from time to time. This is really helpful when you start a new job and are meeting lots of people, move into a new neighborhood, or when you are consciously networking. As well, try to tie the name to something memorable.

Here are some examples:

- “Michael, tall, 30th birthday today, drives a 1984 Volvo and brush painted it teal.”
- “Andrea, wore red dress with large elephant pendant (pewter?), and says red is her faaaavorite color.”
- “Kim, arrived early and helped with set up. Has a book collection that includes two bedrooms and two e-readers. Likes cats. Has four.”

When you are at a networking meeting or conference and meeting lots of people, have a page set up to record names. When you meet someone new, add them to your list on that page along with your description. At the end of the day, review the list and recall each person’s face so that you are matching them together in your memory.

Spell It Out

Playing with the spelling of someone’s name is a good way to help it stick in your memory. Have them spell their name for you, simply by asking, “How do you spell your name?” This gives you time to register their name again, and then once more as you repeat the letters back to them. Don’t worry if this feels a bit awkward or silly. If you genuinely want to learn someone’s name, they typically appreciate it.

As you write down or speak each letter, imagine it moving just a little. It might bounce or shake a bit, but whatever move you have it do will help it click into your memory. You could also picture yourself writing it on an old fashioned blackboard, or painting it on a billboard above their photo.



Word Play

Use mnemonic devices to connect people to their names. Things like “Charles from church” or “Neil from Newark” can be very helpful.

Confess!

If you recognize someone and have forgotten their name, admit it. We have a lot of stimulus around us all the time. As well, some networking events are terrible for noise and distractions. Avoid being embarrassed and just be honest and say, “It’s been great to talk with you and I can’t believe it, but I have forgotten your name.” The knowledge that you are making the effort to connect usually makes this only a minor problem.

Your Memorable Intro

The Basics

Your Elevator Pitch

We often call that 30-second introduction so common in networking an “elevator pitch” because it should be short enough that you can say it in a brief elevator ride when someone asks, “And what do you do?” While the exercise can be nerve wracking for the uninitiated, it can also be the ideal opportunity for you to share what you have to offer.

Whether you call it an elevator pitch, a sticky story, or something else, we want your introduction to be memorable, too. Being memorable means that you are not just relying on the standard introduction, although we are going to learn about that too. When you create your unforgettable introduction, your first task is to decide what you need to convey.

A Basic Format

Step	Description	Examples
State your name	Be genuinely sincere about meeting new people. Look them in the eye, stand confidently, and be engaged in the conversation.	“Nice to meet you, my name is...”
State your business name	Don’t wait for a compliment or accolade, and don’t ask “have you	“My company is...” or “I work for...”



	heard of us?” Just make a statement.	
If relevant, include where you operate	This part of the introduction depends on the networking meeting. If you are at an international meeting or conference or work globally, it may not be relevant.	“I look after the Northwest” or “I am based in Dubai.”
Make it meaningful and memorable	Be meaningful in the context of the event or group you are in, and be meaningful to the person you are meeting. Talk about what you offer in terms of positive outcomes instead of focusing on generic or technical details, and be someone they can remember. Be proud and positive in your approach. You can also include your ambition and desired results from network contacts.	

Sample Introductions

Lots of networking situations give you 30 seconds or even a minute to speak. In those situations everyone is taking a turn, so you need to be able to convey your message memorably and invitingly so interested people are encouraged to approach you afterward and start a conversation. A long, unfocused statement shows a lack of preparation or experience. Be concise, warm, and inviting, and most of all be memorable.

The Trainer

As a trainer, I could say this: “My name is Jeanie Frank, and I work for Worldwide Business Solutions as a leadership trainer.”

While that introduction meets the rules for brevity, it’s not that interesting, and it certainly isn’t memorable. Instead we want you to really think about what will draw someone in to conversation with you. You could try working in a valuable, memorable anecdote, or celebrate someone else’s success, like this:

“My name is Jeanie Frank and I work with Worldwide Business Solutions, where we provide leadership training for the newly appointed as well as those in senior and longstanding positions. In a leadership course last Wednesday, a participant said that he had no idea a short, custom, leadership course could stretch his frame of reference so significantly, and help him to leave the third day already a better, faster, and stronger leader.”

In this example, Jeanie has worked in some memorable story plus highlighted features of her training: the training is for leaders of all kinds of experience levels, that she can provide customized training, and that they get big results. And, she did it by offering an actual anecdote, instead of saying, “We offer customized training that gets results.”



The Manager

How about a hotel manager? Traditionally, he might say: “My name is Todd Jameson and I work for Great-Modern Hotels Downtown location. We offer standard hotel rooms, meeting rooms, and have a great restaurant. Details are on our website.”

Yawn! How about this:

“My name is Todd Jameson, and I am the hotel manager for the city’s top rated hotel, the Great-Modern, located downtown. Jim Bowen, who is on the other side of this room right now, provided me with an evaluation that says how thrilled he was to host his last conference there because delegates were impressed not just with our tech support team who made sure everyone had Wi-Fi access, and the food which was spectacular, but because we offer a personalized shopping service where our concierge team will shop for anything you need during the day, including souvenirs for people to take home and groceries for their fridge and pantry at the hotel.”

In the more memorable example, Todd is not just highlighting what makes his hotel stand out (the concierge service), but includes the important supports available for conferences and meetings (the technical support), plus he has a client right there in the room who can support the testimonial. That’s pretty powerful.

The Massage Therapist

A massage therapist was heard saying this: “My name is Vicki and I have my own company as a registered massage therapist. I help people feel better, so come and see me!”

The massage therapist that people wanted to meet after introductions were over said this:

“My name is Joanne, and I see people with aches, pains, and limitations who are motivated to feel better and are able to get MORE out of life. Wouldn’t you just love to approach the stairs with a spring in your step, be able to chase your kids or grandkids around the yard, or get up saying, ‘Wow, I feel like a million dollars!’? I help people do that.”

Memorability Factor

Let’s get started on your meaningful and memorable introduction. In addition to the words you prepare, you also need to make sure that your body language and demeanor support your message.

Worksheet – Example One

Your Name



Your Business Name

If Relevant, Where You Operate

Make it Meaningful and Memorable for Potential Customers

Worksheet – Example Two

Your Name

Your Business Name

If Relevant, Where You Operate

Make it Meaningful and Memorable for Conference Participants from the Same or Related Industries



Starting the Conversation

How to Get Started

You Can Do It!

If you are shy, or an unknown among members of a network you are about to meet, it's natural to be nervous at the idea of speaking about yourself or getting outside of your comfort zone to meet new people. If you need to network as part of your job or simply want to expand your social circle, learning and planning for conversations will help. These techniques will also be very helpful for people who love networking and want some help to meet more people than the usual few they often speak with.

Conversation is something that – just like anything else we value – takes work and practice in order to master. Some people have an affinity for entering conversations, but they have also learned those skills somewhere along the way. If you look at research done about levels of conversation, they focus on levels that incorporated general discussion, discussions about subject matter, and then discussion about learning and language.

Rather than look at conversation from a theoretical framework, however, we're going to organize it into a model that helps us in networking and business relationships. This includes:

- Listening: Paying attention while others are speaking
- Small Talk: Establishing rapport and creating relationships
- Following Up: Ignore this at your peril!

Listening

The first consideration when having or contemplating a conversation is to make a commitment to listen to others as they speak. People typically like to talk about themselves. One of the goals in networking is to get them talking about themselves so you get an idea of their needs, wants, and desires and you can determine whether you want to get to know them further.

When people speak about themselves, they provide all kinds of cues through what they say and their body language that help you get to know them. When you are listening, make sure that you are focused on what the other person is saying. Avoid any temptation to look away from them, check messages on your phone, or look at your watch. Those are all cues that you aren't that interested, and will discourage any further conversation.



The Basics of Small Talk

Some people hate small talk and see it as a waste of time. This is unfortunate, since small talk contributes to developing rapport, establishes a friendly atmosphere, and leads to the exchange of information.

Small talk helps lead you to areas of **common ground** and **further exploration**, especially when you are committed to listening. If you are just getting to know someone and not even sure where to go, your careful use of a question helps to further the conversation, like this: “I know just what you mean about pizza, because there are so many places to try it out here in the city. What made you decide to try it at?”

Seven Steps to Mastering Small Talk

1. Before the networking event, list several interests and/or experiences you are willing to talk about. To recall them, you can ask yourself some questions, like:
 - What have I read or watched lately that was enjoyable or captures my imagination?
 - What restaurants would I recommend to someone who shares my interest in food?
 - Where have I visited that was beyond my expectations?
 - What hobbies could I share?
 - Do I have weekend or holiday plans coming up?
 - What business insights or ideas can I share that someone might find interesting?
2. Avoid topics that can quickly become too personal or controversial, including personal health, finance, or family problems; divorce or death; the slip of morals or society; gloomy economic stories; sex; politics; and religion.
3. Make eye contact and smile at people. This lets them know you are receptive and willing to talk. Avoid the temptation to turn away (although staring is not appropriate either) or cross your arms, which might end a conversation opportunity before it starts. Be warm and welcoming.
4. Step into the conversation and ask an easy, open-ended question. Examples could include:
 - I haven't seen you at this event before. Welcome! What can I do to help you get to know some people?
 - I can't seem to figure this out. Could you explain how this ____ works?
 - What do you think of _____?
 - This is my first time at this event and I'd like to meet everyone. I'm _____.



5. Listen for the other person's name and use it during the conversation.
6. Restate mutual interests (common ground) that come up in conversation. If the conversation is dying off, have more topics at the ready and keep introducing them until you find something in common. Here are some ideas:
 - It's always great to meet someone who is interested in ____.
 - I'm always glad to meet someone from _____ (the same town as you, common university or school, an association, etc.).
 - It's so unusual to meet someone who enjoys _____ as much as I do.
7. Practice! It really does make it easier to start, join, or maintain a conversation, and there is no way around doing the work that is needed to be successful.

Conversation Stimulation

Handy Strategies

Once you've established a connection, it can be easy for the conversation to drop off, especially if you and the person you just met aren't really clear on what your purpose is or what you have to offer. This is not the situation you want to find yourself in at a networking opportunity!

After you make your introduction, work in a question to stimulate conversation. If you are not yet good at this, do some practicing and create a handy list of questions you can memorize and then deliver without sounding forced. Good questions could include:

- "What brings you to this event/conference/meeting today?"
- "What are you looking forward to the most from this event today?"
- "How would you like to change/grow...?"
- "Have you met ____ yet? Since he is on your list and I have known him a long time, I can introduce you if you like." (There are all kinds of options here to encourage conversation.)

Keeping the Purpose in Mind

After delivering your introduction, keep in mind that you just met the person, so don't launch into a full-blown sales pitch. As well, don't ask people that you just met to do business with you or to provide you with referrals! Doing so is far too aggressive for a networking meeting. You need to develop relationships with people before you ask them for business. Everyone knows that the central reason for being there is to network for the ultimate goal of doing business anyway.

Business networking is not simply directed at finding customers in a one-to-one short interaction. It would take forever to grow your business and contacts that way! Networking is about building strong relationships with people who can ultimately help you to do business with them and people that they know. It's all about converting conversations and prospects to buying customers.



The Complicated Parts

The process of networking cannot be about constantly asking people for business, or they will be put off. Not only will they ignore you; they'll avoid you. Make it a priority to help and support others (be a giver not a taker), and notice that as you are helpful and supportive of others they tend to be the same of you.

People are complicated, and a network can be a highly complex operation. Sometimes you cannot see who or why someone is working with or for you, so you have to be patient about hidden processes and know that your own efforts can take a while before you see a return.

Whether you refer to this as karma, the law of reciprocity, or something else, networks that flourish tend to have a lot of people who interact, refer, and are helpful to one another. Those are the networks you want to be part of, and they are also the ones where you will have opportunity to help and contribute. If there are members of the network who are really in competition with you, see them as potential allies instead of people to avoid and scrutinize, and consider the opportunities available if you have a collegial or supportive relationship.

Growing Skills

Whether you are at a large networking event or a smaller gathering, your goal includes getting to meet people, to make meaningful connections, and even to subtly pre-qualify some of them. Although you will probably want to avoid looking like a butterfly flitting around the room and speaking with everyone, you also need to make the most of your time and engage in at least a couple of deeper conversations.

If you approach a small group of people speaking together, and this is a networking event, you can expect that they will welcome you and encourage you to introduce yourself. However, they don't always know how to facilitate networking either! You can join in or start a conversation by applying the following steps:

- Approach a group, smile, but don't actually interrupt the conversation going on.
- Listen to get the gist of the conversation.
- If there is no conversation and people are standing awkwardly, start something!
- When the time is right, contribute. Share an anecdote or engaging, related story.
- Once you have met everyone and have had a chance to contribute, simply excuse yourself and move on to another group or individual who appears receptive (as long as it is not impolite).

Approaching a small group in your lunch room can be done in a similar, although less formal kind of way.

If you are not accustomed to meeting new people, do not feel particularly comfortable with networking, or are terrified of the thought of implementing any of these things, it's okay – lots of people feel that way! Try to use some stress reduction techniques to work through any anxiety before, during, and after the event. Also, arrange to get plenty of practice by going to lots of networking opportunities, joining a local Toastmasters group, and practicing your approach with people you are comfortable being around.



What are your favorite techniques for working through nervousness associated with networking?

Plan Your Own Future

Although it might seem counterintuitive, people who don't particularly like to network can create great success by planning their own events. When you organize the event, you have the ability to select where it will be held, what's included in terms of an agenda or schedule, who gets invited, and the structure of the event.

With our access to electronic media, it's easier than ever to invite people to a networking event. People who have connected on gather together in independently arranged "Tweet-Ups" that can be set up for almost any purpose, including chatting over coffee, sharing learning in a workshop, and networking. Websites such as Eventbrite.com and MeetUp.com easily facilitate meetings of all types with little to no cost for an organizer.

BNI® (Business Network International) founder Dr. Ivan Misner says that he never set out to be a networker, nor does he spend every waking moment at events where he is networking and meeting people. He describes himself as a bit of a homebody but that he has a passion for helping people build their businesses. Since 1985, he has created the world's largest business networking and referral business. In a similar vein, eWomenNetwork founder Sandra Yancey started a networking group because she really detested networking and knew she needed to get good at it. Eleven years later, she is leading the world's largest women's business network in the world and organizes an annual conference with 2000 attendees.

Making Connections

Outline a plan for a networking opportunity and what it will look like.

An objective (reason) to get this group of people together



A list of potential participants

A theme or unifying element that will encourage people to attend

Potential date and time

Whether you would charge for the event or not



The Handshake

The Importance of a Handshake

During the important first few minutes of a new relationship, a handshake is usually the only body contact between two people. It can communicate warmth, a genuine concern for the other person, and an image of either strength or gentleness. It can also communicate indifference and weakness. Developing a professional handshake is perhaps one of the most valuable business skills you can ever cultivate.

Five Factors

The message you communicate with your handshake is determined by five factors.

Degree of Firmness

Your grip should be firm, rather than weak. However, you don't want your handshake to be painful to the other person. Consideration is appreciated. Be especially considerate if you are shaking hands with someone in a receiving line who has many more hands to shake, someone who is wearing a lot of rings, or someone who is obviously elderly and perhaps fragile.

Dryness of Hand

We all prefer to shake a hand that is dry. While you typically don't want to obviously dry your hands before greeting someone, this is perfectly acceptable if you have been holding a cold glass. Similarly, if you are at the buffet table and have been eating, it is expected that you would wipe your hand on your napkin before extending it to be shaken.

Depth of Grip

A handshake is palm to palm. Generally you will place your hand so that the web between your thumb and forefinger meets the web of the other person's hand, briefly. Your hand remains perpendicular. If your palm is facing up, this may be construed as a sign of submissiveness. Similarly, if your palm is on top, it can be seen as a sign of aggressiveness.

Duration of Grip

The perfect handshake is about three seconds. You can gently pump once or twice but this is not necessary. Then pull back your hand, even if you are still talking.

Eye Contact

While this will vary from culture to culture, in North America we expect the person shaking our hand to make eye contact with us.



Tips for Success

Have something to say as you shake hands, if possible. It doesn't require anything witty. It may even be the old stand-by, "Pleased to meet you." However, these few words set the stage for some small talk that can be the beginning of a new business relationship.

Grasping the top of the other person's hand with your other hand, so that their hand is enveloped in yours, may very well signal warmth and affection. However, this may be seen as patronizing and too familiar for an introductory handshake. Save this handshake for a meeting with an old friend.

Business Cards

Business Card Etiquette

Tips and Tricks

Don't leave home without your cards, especially when you are headed to a networking event. However, **don't hand out your business card to everyone you know**. First, see if people need or want your card. Handing out your cards like chewing gum makes you seem like a pushy salesperson – not the image you want to project.

Make sure your business cards are clean and in **good condition**. They are a part of your business image. A business card that is dirty or curled at the edges leaves a poor first impression. Use a business card case to keep your cards clean and fresh.

When your cards are **damaged or out of date**, print new ones. If you start crossing out information on a card and write new information on top of it, it makes it difficult to read and looks messy. Remember that these cards are part of your image. Make sure yours are well designed and up to date.

When you receive a card, take a moment to look at it. Make a positive comment about some aspect of the card: the logo, the company name, or business location. This shows respect for the other person, and demonstrates your interest in them. As well, this is an excellent way for you to find out more about them, such as their job title. It also helps you remember their name, or reminds you of their name in case you forgot – a very common occurrence.

If someone hands you a card that you don't want, **don't refuse** to take it. Accept it, look at it, and put it in a pocket. You can throw it out later when they aren't around to see you do so.

After you've looked at the card, place it carefully in a card case, or in a front pocket – not a back pocket. Treat the card with **respect**. This includes being careful about writing on people's cards. Although this may seem contrary to current thoughts on networking, in many cultures (specifically Asia), a business card is part of the overall persona, and should be treated with respect. People spend time and money designing a professional card and may not appreciate you writing across it. If you need to record information, write on the back (if there



is room), not across the front. Ask first, “Do you mind if I write on your card?”

Electronic Card Sharing

Physical cards remain the standard in business networking situations, although a lot of people prefer to gather and store information in their smartphones than collect cards. Be flexible when you are at a networking event. If you have a smartphone, download a few of the popular apps so that you can quickly and efficiently share your information. You will have to go through the new contacts and organize them after the event and load them into your database, or whatever system you are using. Make sure you add a reminder in your task list so that you don't forget! Losing valuable contacts is a big waste after you've invested time in meeting people that you want to follow up with.

Some apps are more attractive to look at for a receiver than others. Before you use an app or go to the extent of creating a personalized QR code, make sure you see what the result looks like to the person who receives your information.

A QR (short for Quick Response) code is an electronic representation of a piece of information. Using a QR code on your business card or brochure, or in other places, allows someone with a smartphone and a QR code reader (an easily downloadable app) to go directly to an electronic styled business card or a landing page on your website.

Here is a sample QR code:





In a Pinch

It's not unusual for someone to start a new job and find that one of their first tasks is to meet people in the company or industry, or start networking and amassing sales. If this is you, and you don't have business cards yet, don't worry – there's a solution.

As well, sometimes people may work in a job that does not provide them with a business card, or they are looking for a new job. Don't worry – there's a solution for these people too!

Stationery stores generally carry a range of ready-to-print products so that you can print your own cards, complete with your contact information. You don't have to get fancy with them, and they don't even have to be branded, but they do need your base essentials listed: name, phone number, and e-mail address. If you have a personal brand that you are known for (or would like to be known for) you can incorporate that too. A local printing company or online resource can also provide you with a decent card quite inexpensively.

Whatever you decide, do not attend a networking event without a business card. Even if you are doing casual networking at a coffee shop, you don't want to be caught without something.

In the space below, design your calling card.



Further Reading:

- ✓ Dale Carnegie and Associates. *How to Win Friends and Influence People in the Digital Age*. Simon & Schuster, 2012.
- ✓ Ferrazzi, Keith. *Never Eat Alone: And Other Secrets to Success, One Relationship at a Time*. Crown Business, 2005.