

The Top 10 Principles of Attraction Networking

1. **Be visible.**

Make the first move, in a friendly, helpful way. Be a welcome stranger...adopt an attitude of enjoyment (if you don't like being there, people will sense it and will not connect with you!) If you showed up alone then find another sole person and partner to network together, introducing each other to people you meet throughout the event.

2. **Plant seeds.**

Give something that they can remember you by. Add value by sharing what you know and keep your knowledge up to date. Leave them feeling better about themselves "What I appreciated is that you help me see new alternatives."

3. **Create a dialogue**

Don't tell or lecture, instead ask questions, find out more about the other person. Remember, you need at least 6 encounters before they remember you. Find ways to stay connected over time so you can create six different ways of staying in touch with the person (phone call, e-mail, postcard, lunch date, squash game, jog, etc).

4. **Find out what the other person values or needs the most.**

Be a Resource. Put people in your network in touch with each other. The value you offer to the other person is the network you bring to the relationship. This creates a much stronger positive impression than trying to "sell" yourself. What's also very important is to find out the other person's communication or thinking style and adapt your own message to it. If the person likes facts and figures, don't do too much visioning, give facts and figures.

5. **Broadcast your own message.**

Distinguish your own personal brand - be known for being an expert in something or in some way. Create tremendous value...make people go "wow" in your presence.

6. **Network above you, below you and sideways from you.**

Above you = in the networks your "mentor" or people you respect participate in (so you can progress there).

Below you = act as a mentor for others (create a circle of "students" around you, like Socrates!).

Sideways from you = Reach beyond your professional/technical/social group. Cross-pollinate your networks: put people in your different groups in touch with each other. You will be known as someone who "knows everyone in town."

7. **Keep your network alive by being at the centre of it.**

Host your own network by starting your own groups. Example: Start a monthly dinner conversation club. Just don't attempt to get your personal needs met through your networks. For example: don't "sell" yourself to networks you host, people will come to you because of what you can offer.

8. **Don't make demands on your network - be of service.**

Give value first, then receive - you may receive from another (unexpected) direction. A simple example: don't ask members of your network if they can hire you. Instead, ask your network if they know anyone who can hire you (go indirect). Or, offer to your network that if they can provide a referral you provide free/bonus help.

9. **Use your network to extend your skills.**

Take a leadership position in the organizations that you belong to. Don't just do what you normally do at work - you will lose interest and so will others. (i.e. if you are a web designer, don't be the webmaster for a group, be an event coordinator instead!). Use your network to learn new skills in a safe environment. Don't be afraid to ask for help, assistance, guidance or coaching.

10. **Don't hesitate, but don't rush.**

This type of networking is a style that takes time to adopt. Hire a coach to help you learn it! You are building your personal equity through the strength of your network. Take simple steps and eventually you will effortlessly attract what you need!

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