

Power Networking for Info Pros

SLA Legal Division
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Marcy Phelps
Phelps Research
www.phelpsresearch.com

Handouts and links at
PhelpsResearch.com/sla2009

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Do I have to?

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“No matter how smart you are, no
matter how talented, you can’t do it
alone”

--Harvey Mackay

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What we'll cover

- Networking facts
- Why info pros make great networkers
- Networking tips
 - General/events/online

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What is networking?

- Developing and maintaining relationships
 - Personal
 - Professional
- Goal is to help each other

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Find people

- Get to know your vendors
- Experts
- Strategic alliances
- Professional development

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Find jobs

- New job/promotion
 - Yours
 - New hires
- Find business

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Find services

- “2 AM phone call”
- Vendors
- Subcontractors

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Personal branding

- Raise profile
- Increase credibility
- Create image

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Finally...

Everyone else is doing it

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Power networking skills

- Listening
- Asking the right questions
- Matching needs with resources
- Desire to help others
- Overcoming fears

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Networking myths

- I need to have something in common with people before can network with them
- I'm on LinkedIn, so I don't have to actually meet people in person

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Networking myths

- I joined the association, now I can sit back & relax
- Once I add someone to my contacts, I'm done
- Size matters

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Networking etiquette

- Be genuine—establish genuine relationships
- "It is better to give *before* you receive"
- Build relationship before asking

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Networking etiquette

- Don't just call when you need something
- Be appreciative
- Follow through

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It's not about you

- Focus on the other person
- Think about how you can help
- Listen, listen, listen

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Be strategic

- Evaluate your needs
- Explore your options
- Set goals
- Pace yourself

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Before you start

- Think about what you have to offer
- Practice makes perfect
- Don't expect overnight results

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Be prepared

- Read, read, read
- Practice your "small talk"
- **Always** carry lots of business cards

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Get out of the office!

- Select events/activities that work for you
 - Service orgs
 - Special-interest groups
 - Professional orgs
 - Intra-company
- Check online for local meet ups

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Before you go

- Prepare 2 or 3 interesting examples of what you do
- Prepare 2 or 3 questions to start a conversation
- Set realistic goals for the event

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Before you go

- Do your research
- Learn how to be in control
- Use visualization techniques

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You've arrived—Now what?

- Arrive early
- Use the buddy system (carefully)
- Meet the organizers

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Networking events

- Act as if
- Look for the “loner”—usually on the periphery
- Don't over think

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Networking events

- Ask to be introduced to others
- Learn how to end a conversation—making the getaway
- Summarize what's next & follow up

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Online social networking

- Yes, you must!
- Expand your reach
- Know how it works before you get started

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Put some thought into it

- What's your social networking persona?
- Who do you connect with? Look for colleagues, prospects, experts
- After meeting someone, check and follow up on social networking sites

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Twitter

- Protected tweets?
- Hash tags (#)
- RT/direct messages

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LinkedIn

- Connections
- Groups
- Answers
- Personalize messages

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Facebook

- Friends
- Easy to set up
- Add tweets/multimedia

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Remember...

- Being an introvert is a strength
- Know thyself
- Networks are stale dated
- Enjoy—you'll meet the nicest people!

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Resources

- Dig Your Well Before You're Thirsty: The Only Networking Book You'll Ever Need by Harvey Mackay, 1997.
- The Fine Art of Small Talk: How to Start a Conversation, Keep it Going, Build Networking Skills, and Leave a Positive Impression by Debra Fine, 2005.

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Marcy Phelps
Phelps Research
303.239.0657
mphelps@phelpsresearch.com
www.PhelpsResearch.com
www.MarcyPhelps.com

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As the founder and president of Phelps Research, Marcy Phelps offers professional research and research training services that help her clients assess market and product potential, minimize risk, and improve long-term planning.

Marcy is the President of the Association of Independent Information Professionals (AIIP) and the Find contributing editor for FUMSI, a FreePint publication. She is also the author of the forthcoming book, Research on Main Street: Using the Web to Find Local Business and Market Information, published by Information Today Inc.

Marcy blogs at www.MarcyPhelps.com and publishes *ResearchNOTES*, a monthly email bulletin with tips and sites for Internet research. To sign up, send an email to Marcy at mphelps@phelpsresearch.com, or visit www.PhelpsResearch.com/researchnotes.

Marcy Phelps

303.239.0657

Phelps Research

mphelps@phelpsresearch.com

355 S. Teller St., Ste. 200

www.PhelpsResearch.com

Lakewood CO 80226

www.MarcyPhelps.com