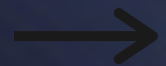


Practical tips to help you network effectively

# PRACTICAL NETWORKING TIPS AND TRICKS





Key takeaways:

# What's included

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Introduction to networking  
The benefits of networking  
Our 8 practical networking tips  
Your most powerful networking tool  
About Hedgerow Marketing  
Contact Information





# Introduction to networking

## What is networking?

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Networking is an activity in which people meet to build social relationships. Whilst it is a social activity, it is a form of social selling, in which you build trust with your network and seek out various business opportunities.

Networking is an activity done across many sectors. When networking, you'll meet entrepreneurs, academics, students, experts, public speakers, researchers, and many other interesting people.





# The benefits of networking

01

## Building relationships

Networking is a great opportunity to build new relationships and consolidate existing ones. It's a chance to make friends and seek out opportunities with people in your network.

02

## Advancing your career

Networking presents many opportunities for those looking to advance their career. New jobs, potential collaborations, and finding new clients.

03

## Expertise and advice

Networking brings together a range of people from all walks of life, It's a great opportunity to share information and seek advice within your network.

There's a lot you can learn from networking and meeting new people.

This can help you develop as an individual and professional, and make well-informed decisions based on the experiences and insights of other people.





# 8 practical tips to help you network better

## Practical advice

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These 8 tips are meant to be tips you can put into practice straight away. Often, advice is a bit wishy-washy. "Be a better you" for example. It doesn't mean much and doesn't help you be a better networker.

These 8 tips can help everyone, from a newbie to an experienced networker.





## Building a pitch

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When networking, people will probably ask you what you do for work. It's a good idea to prepare an elevator pitch.

An elevator pitch is a concise statement about you and/or your business.

In no more than 10 seconds, you should summarise what your goals are, how you achieve them, and your unique selling points. Finish it with an engaging question.

## Why?

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Elevator pitches are far more memorable and interesting than stating your job role and company. A pitch does not have to be sales-y, but if done well it can be persuasive and engaging.

## Example

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"I deliver creative design and marketing that helps SMEs in the Southwest strengthen their brand visibility and create business growth. Is that something your business would benefit from?"





## Establish a goal

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Networking is primarily about meeting people and socializing. However, it might be worth establishing a few networking goals.

What would you like to achieve from networking?

Answer this question to establish your networking goals. If you're a student, your goal could be to meet people with experience within a certain industry. This will help you make informed decisions about your future and could even create career opportunities.

# 2

## Why?

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Networking events can last all day and hundreds of people might attend. This can be time-consuming and overwhelming, especially if you're new to networking. Establish goals.

Need a video for your website? Talk with a videographer or two.

Looking for new clients? Identify your ideal client, and have a conversation with them.

By establishing a handful of achievable networking goals, you can focus on your time and efforts whilst socialising.





## Get there on time

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When attending a networking event, get there on time. Even better, get there early.

This tip might seem a bit pointless at first. It's actually really important. It might even be the most important advice in this e-book.

Getting there early is especially important if you're new to networking or not a confident networker.

# 3

## Why?

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Arriving early puts you in a strong position.

It's less overwhelming. It's often easier to enter a room with only a handful of people in, rather than a room full of strangers. A busy room can be intimidating, and it's harder to know who to talk to first.

Make strong connections. Because you're early you'll be able to talk to and connect with the other attendees before it gets busy. Handy if you're shy or not a confident networker.

Plus, being early makes a good impression.







## Be genuine

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# 4

Out of all the practical advice in this e-book, this one might be the least 'practical' but it is still very important.

Networking is an opportunity to meet people, build relationships, and earn people's trust.

Being genuine is the best thing you can do when networking. Don't treat people as potential clients, employers, employees, or opportunities.

Treat people as people.

## Why?

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To put it plainly, people can tell when you're being unauthentic. It undermines the networking experience, and it reflects badly on you and the organisation you represent.

When you make your elevator pitch, ask yourself whether you're exaggerating or whether you're telling the truth?

There's a clear difference between celebrating your strengths, and embellishing your strengths. Don't overpromise or lie, because it will catch up with you in the future.





## Ask questions

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Networking events bring together a range of people with a range of knowledge.

Don't be afraid to ask questions. In fact, it's the best thing you can do. Engage with people. Explore ideas. Learn new things.

This tip is particularly important for students, graduates, or people who have just set up a business. People are probably willing to answer most of your questions, and share their experience with you.

This is crucial for personal and professional development.



## Why?

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At the end of the day, you're there to learn more about your network and the people in it. By asking questions, you're strengthening and building relationships.

Not only that, but asking questions will provide you with the answers that will help you make informed decisions about your career and business. It's that simple.

Of course, you're probably going to have to answer questions too! Reciprocate by sharing your insights and expertise too. That way, you'll be a valuable asset to your network.





## Listen closely

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Being a good listener is a fantastic trait for good networking.

Listen to the problems, questions, and answers posed by the people you meet whilst networking. As your network grows, you'll be able to draw on your connections for help and information.

Listening and asking questions will make you a great networker.



## Why?

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In business communities, a lot of work is generated by word of mouth, referrals and recommendations.

If you're able to listen to people's problems and questions, you'll know who to refer to for answers.

If you listen to what people have to say, you can connect the dots within your network, spot opportunities, be better informed, and become a valuable asset to your network.



United Kingdom · **Contact info**

6 connections

**Connect**

 Message

More



## Connect

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You've attended a networking event. You've met some really interesting people. You'd like to talk to them more. Connect.

Share your contact details with the people you meet. People typically use business cards, but LinkedIn is the modern solution.

LinkedIn is the most popular business networking platform in the world. It's a great way to grow your network and stay in touch with fellow professionals.



## Why?

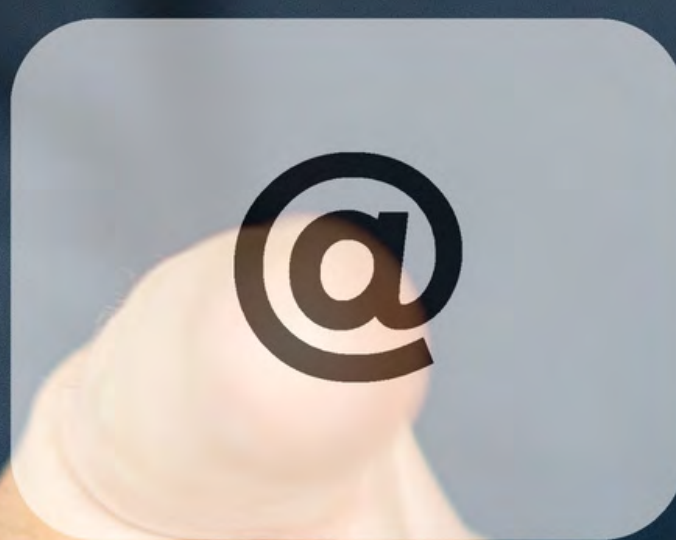
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Once you've been to a networking event, you want to connect with people to make sure you're staying in touch.

Don't leave it to chance that you'll see them again at the next networking event. Connecting, one way or another, means you can continue communicating.

Students and graduates should consider using LinkedIn ASAP, because it opens avenues for academic and professional development, and can provide you with a job straight out of school or university.





## Follow up

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You've met someone whilst networking and you've connected with them. Now what?

Follow up. Identify a few key contacts you'd like to talk to more. They could be a potential client, a friend, or someone you'd like to collaborate with.

Send them a message shortly after connecting with them. Again, you're aiming to nurture a relationship and build trust, so don't be too sales-y. Be conversational.



## Why?

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By following up, you're being proactive. This makes a lasting impression on people and keeps you fresh in their mind. So, when opportunities arise, they'll think of you.

## Example

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Keep your message simple and conversational.

"Hi Jane, it was nice meeting you the other day. I thought what you said about marketing was really interesting. Thanks for the advice. Kind regards, Lesley"





# LinkedIn

## The most powerful networking tool

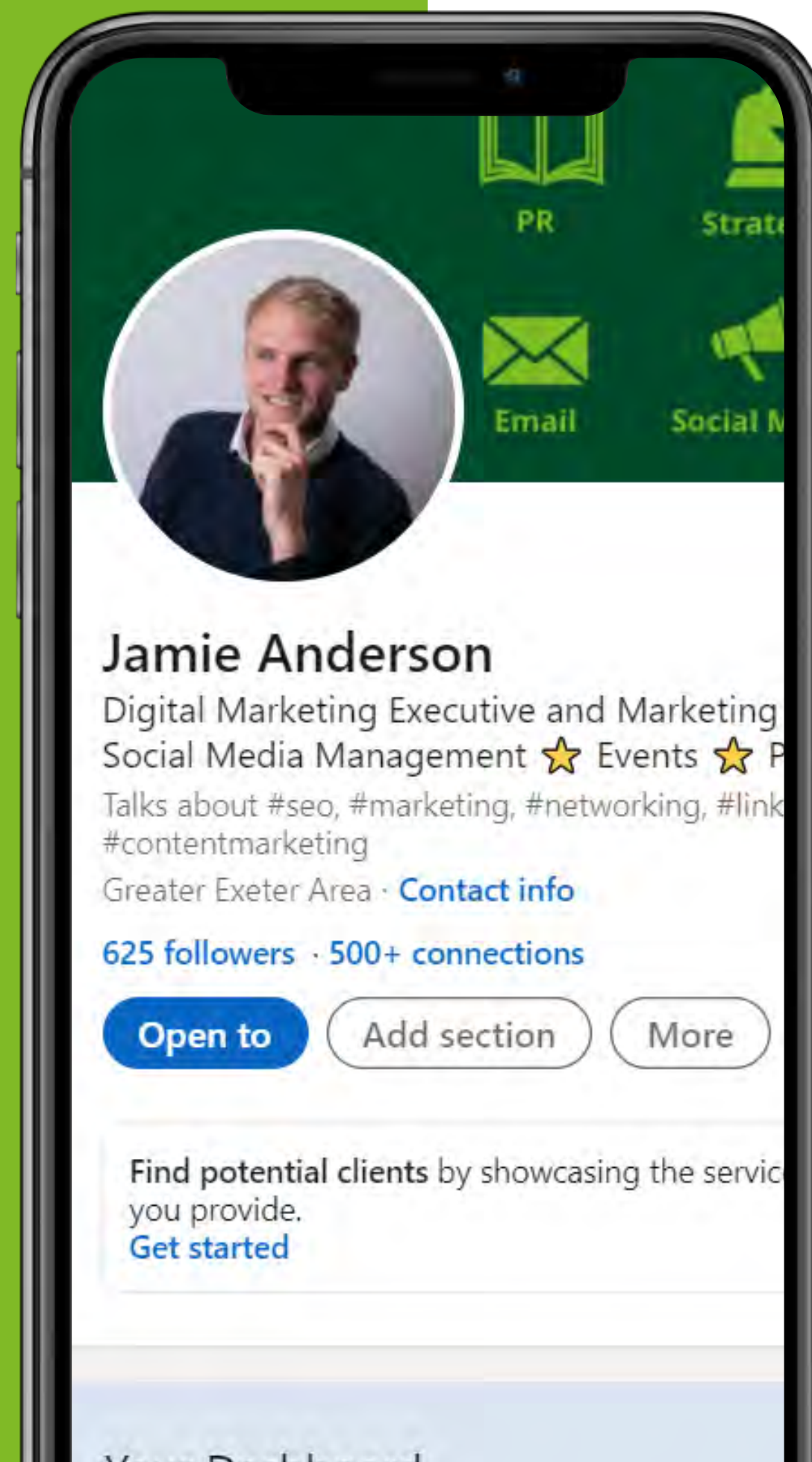
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LinkedIn is the most powerful networking tool at your disposal. It's a networking platform that operates a bit like other social media platforms. It's a blend of Twitter and Facebook, but with an emphasis on business.

Use it to grow your network and communicate updates about you and your activities.

Use it to research employers, find your next career move or find the best candidates for your business.

Use it to generate business leads and inspire collaboration with other professionals.





# 3 tips for networking on LinkedIn

01

## Connect

Connect with the people you know, and the people you want to know. When you connect, send them a personalised message, and your network will soon start to flourish.

02

## Stay active

LinkedIn might look like a lot of work, but the return on investment is incredible. We recommend spending 15 minutes every day on LinkedIn, posting comments and messaging contacts. Try to post a couple times a week.

03

## Raise your profile

Make sure your profile is up-to-date and interesting.

Your LinkedIn profile will be one of the first things employers and recruiters look at.

It's like a mini CV but more fun. They want to see that you're engaged on the platform and that you've spent time developing your network.

Choose a nice profile picture and banner, and write an interesting bio. (You could even use your elevator pitch to save you time!)





Meet our team

# Hedgerow Marketing

## About us

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We are a small team of marketing professionals based in the Southwest of the UK.

We love networking, and provide LinkedIn training for corporates and individuals.



Lesley

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Director &  
Marketing Consultant



Jamie

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Marketing Executive







**We provide our clients with full marketing, design and PR services that deliver growth.**



**Oh, and we also run LinkedIn Training.**

# Contact Us

Email Address

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✉ [hello@hedgerowmarketing.co.uk](mailto:hello@hedgerowmarketing.co.uk)

Website

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🌐 [www.hedgerowmarketing.co.uk](http://www.hedgerowmarketing.co.uk)