



Are You Making These Common Networking Mistakes?



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Even seasoned business people make these common mistakes. Which ones are hurting you and your business?

In the 17 years I've been a business owner I've seen people attend networking events and make many of the same mistakes. Here are the 10 most common ones and a tip for correcting each of them.

1 Not having a clear, positive intention for the meeting.

We tend to create what we focus on; so if we're unfocused in our reasons for attending networking meetings we create unfocused results.

2 Not going to a meeting because you won't know anyone.

One way to make yourself a little more comfortable is to contact one of the group leaders before the meeting. They can introduce you to other members and make things a bit less awkward for you. You can also invite a friend or colleague to go with you but resist the temptation to stay together. Focus on why you're there – which is to meet new people.

3 Clinging to those you know rather than meeting new people.

We naturally want to spend time with people we know and like but it can actually work against us from a networking standpoint. Make a point to talk to at least three new people at each meeting.

4 Limiting networking to the meeting.

There's just too much going on at the average group meeting to really get to know anyone well. Schedule an appointment with one person a week to get to know each other better. When you fully understand each others business and ideal clients you can refer better prospects to each other.

5 Focusing on getting rather than giving.

Rather than trying to land a contract before dinner's served, spend time asking questions about those you meet. Demonstrate your interest in being a good networking partner by asking "Who's your ideal customer?"

6 Not being able to clearly explain what you do.

Many networking groups have a designated time when each person introduces themselves to the group as a whole. Whether this is referred to as a "30-second commercial," an "elevator speech," or something else, as small business owners we must be able to quickly and clearly introduce ourselves and our business. If you can't quickly explain what your business does, how will anyone else be able to?

7 Thinking everyone remembers you and remembers what you do.

Don't worry about embarrassing someone by re-introducing yourself. It takes approximately 10 to 13 impressions for a message to stick in someone's mind and repetition is the mother of learning. If you're sick of saying the same thing when introducing yourself, vary things just a bit and mention a different segment of your business you haven't mentioned before.

8 Expecting to get business too quickly.

Ask someone why they didn't go back to a networking group and they'll often say "I didn't get business from it" after they've attended only once or a few times. To be blunt, this isn't a reasonable expecta-

tion. We do business with those we know, like, and trust; and it takes a while for us to learn enough about someone to risk our reputation by recommending them.

9 Only coming to one meeting.

Every group has an off night whether it's because few people attend that night, the speaker wasn't as good as expected, or something else. Attend several meetings in a row before deciding to join. If you don't feel the meetings are valuable you should tell the leadership what you feel is missing and why you can't commit to the group. No organization can be all things to all people and the group may not be a good fit for you.

10 Not willing to get involved.

While it's tempting to just listen to the speaker, eat dinner, say hello to a few people and go home, remember that the more you give the more you receive. Not everyone can accept a leadership role in an organization but there are often dozens of projects with small tasks you can help with. Getting involved makes it easy for others to know, like, and trust you on a deeper level which increases the potential for them to recommend you to others or hire you themselves.

In an economy as challenging as this one, it can be easy to put your head down and work harder to navigate the rough waters; but going it alone for too long isn't healthy for you or your business. Take time to

find a networking group or two to join and get involved. You and Your Business – will be very glad you did.

At Your Service,
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The chapter meets the third Tuesday of every month at the Sandi Pointe Coastal Bistro (formerly Mac's), Somers Point 5:30pm – 8:00pm. For more information about the chapter, our next meeting topic or to register to attend a dinner meeting, please visit the NJAWBO Atlantic Cape May Chapter website at <http://tinyurl.com/kt5gyr>. NJAWBO is the largest state organization of women business owners in the country.



SOUTHERN REGION EVENT

There's a lot to SMILE about!

ADMISSION AND DINNER
 (cash bar available)
\$25.00 – Members
\$35.00 – Non-Members

EXPO TABLE
\$25.00 – Members
\$50.00 – Non-Members
 Contact: Joanna Carides
 732-477-7070
jcarides@brandnewdaymedia.com

HEAD SHOTS
\$25.00 – Members
\$35.00 – Non-Members
 Contact: Terry Wilson
 609-714-1309
terry@terryfic.com

INN AT SEA OAKS ROOM RATE
\$135.00
 Contact: Shannon Harris
 609-698-4742
shannonharris@myarbonne.com

GOLF ON MAY 21ST
 Contact: Sue Fitzpatrick
 732-946-0795
sue@fitzpatrickprinting.com

GENERAL INFORMATION
 Contact: Sue Fitzpatrick
 732-946-0795
sue@fitzpatrickprinting.com

REGISTRATION AND PAYMENT:
www.whoscoming.com/njawbo-southern

May 20th, 2010
5:30 pm
The Inn at Sea Oaks
 99 Golf View Drive
 Little Egg Harbor Township, NJ 08087

- **NETWORK** with energetic business owners from all over the state of New Jersey.
- **ENJOY** dinner at various food stations. A cash bar will be available, too!
- **SAY CHEESE!** Take the opportunity to update your headshot by a professional photographer.
- **EXHIBIT** at the Expo to showcase the benefits of your business.
- **LEARN** from one of the most award-winning entrepreneurs that New Jersey has to offer. Our keynote speaker, **ALDONNA AMBLER** will inspire you to go set the world on fire!



Aldonna R. Ambler, CMC, CSP has earned the right to be called The Growth Strategist™. She is an award winning entrepreneur, a frequent speaker at national business conferences and corporate annual meetings, a prolific author, the host of an online radio talk show, and an intermediary who helps midmarket companies obtain growth financing all while Achieving Accelerated Growth With Sustained Profitability®. Ambler is President of the international firm AMBLER Growth Strategy Consultants, Inc. which is headquartered in Hammonton, New Jersey.

