

Thirty-five rules of networking:

1. What you know facilitates who you know. What you know dictates how lucky you become.
2. Make the person you are speaking with feel like he or she is the most important person you know (relatively speaking, of course).
3. At each new stage of life, we don't "graduate from," we "graduate to."
4. Good judgment comes from experience. Experience comes from bad judgment.
5. The one thing you go to your grave with is your reputation. Guard it as you would guard anything you love dearly.
6. Instant gratification feels good, but don't think that this reward is the only one to strive for. Concentrate instead on the long term. Plant a lot of seeds. They will turn into trees.
7. Share unrelated values and opportunities. Your relationships will appreciate it, and loyalties will grow.
8. Wake up! Be aware of what you do or don't do and how those affected will react.
9. Leo Durocher, the legendary baseball manager, once said, "Nice guys finish last." He had it wrong: Nice guys finish first.
10. The perception [someone has of you] may be wrong, but it doesn't matter. Perception is reality.
11. Drive yourself to be better – every day.
12. Shyness may be a personality characteristic, but it need not be lifelong. If you're shy, work to overcome it.
13. Don't change *who you are*, change the way you *think*.
14. Always get in front of the person you are trying to sell. Look them in the eyes and take control.
15. After you pry it open, always try to keep the door ajar. When you see the opening, that's when you can attack.
16. It is who you know. But more important is *what* you know about *who* you know.
17. Follow up—and continue to follow up – after the event.
18. Create platforms, and you will create opportunities. A platform is anything where you are the impresario. It can be a luncheon, and entrepreneur-in-transition event, a private dinner for clients, a charity event that you create and/or host.
19. "Frame" your contacts when introducing two people to each other.
20. There is power in a team. Even the best networker can benefit from joining a networking group.
21. Only join not-for-profit network groups that are managed by the members.
22. "Pick up" valuable group members who experience temporary slumps. The group as a whole will benefit from his resurgence.
23. Engage in we-thinking and not me-thinking.
24. Don't hesitate to introduce two people who appear to have synergy. If your gut feeling is positive, go with it. Savvy businessman will vet each other's credentials on their own.
25. Own your group like you own your business. Nourish it, and it will become an invaluable asset that will multiply your possibilities.
26. Create an opportunity by solving a problem, taking advantage of a platform, and planning a strategy that makes you a magnet.
27. If you can afford it, fly first class. You never know who will be sitting next to you.
28. Think big!!
29. Less is more – constantly weed people out of your database.
30. To the extent you can, merge your business life with your personal life.
31. Be passionate about something, and become an expert in something.
32. Use your time efficiently. Be nice to everyone but available to few.
33. Closing is not a big event, rather a series of smaller ones.
34. Get out more often. The view of the world from behind your desk is a narrow one.
35. Stay balanced – contentment is success.