

## 12 Rules of Networking: Making Connections Matter

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1. **Be Memorable** - Have a clever intro, wear a standout shirt, practice your small talk.
2. **Always Have A Goal** - Be specific, think about future needs, enlist help from fellow attendees if possible.
3. **Offer Help to Others First** - Ask others what they need help with first. Offers to share knowledge or connect others = good “pay it forward” karma in the bank.
4. **Always Be Sure To Follow-up** - Do what you say you are going to do, share post-meeting ideas, pick up the check if you initiate.
5. **Keep It Consistent** – On-line and in-person personal brand are in sync, be clear.
6. **Don’t Be A Hit and Run** - Stay in touch or occasional contact, keep an eye out for things that might matter to your contacts. Aim for meaningful connections and trusted relationships.
7. **Be Present and Mindful** - Be attentive to the moment, listen intently, and slow down just a tad to be in the present or the “now.” Don’t scan distant nametags.
8. **On-line is yet another great way, but...** - Watch tone and cheekiness in your communications. Get to know people first.
9. **Don’t Waste Your Time** - Quality over quantity, disconnect from one-way or overly opportunistic people. Be wary of frequent use of the word “leverage” regarding humans.
10. **Get Involved in Something** - Join, attend, but then dig in...help with stuff.
11. **Get Excited About Networking** - Get pumped up by knowing that by offering help to someone else, you’ll be providing service to your community and doing good in the world.
12. **Remember the Details** – SMILE, nametags on the right side, firm handshake, biz cards and a pen.

**Best of luck and have fun out there!**

### Marketing for Creatives Show Special Offer:

Sandy’s **Mastering LinkedIn to Grow Your Business** session, normally \$399 for 2 hrs of personalized profile and presence polishing, which includes her unique business development and marketing strategy, is available **for only, \$349**. She’ll show you how to boost your brand, grow your network and turn LinkedIn into your personal lead generation machine to grab your next big client, sale or collaboration partner! Contact her to secure your web-based session date and this special pricing: <http://www.belladomain.com/contact-us>

*“The two hours I spent with Sandy discussing my objectives and reviewing my LinkedIn profile were the best, most cost-effective two hours I’ve spent in a long time! Not only is Sandy an expert at virtually every aspect of LinkedIn, but also she makes the entire process fun and enjoyable. What’s more, since I’ve made the changes Sandy suggested, I have seen an increase in both the quality and quantity of my business leads. That’s ROI defined.”*

– Emily Cohen, Communications Pro, Small Business Owner