



THE INTROVERTS SOLUTION GUIDE TO ***Surviving, Thriving & Moving Forward*** IN A WORLD OF AWKWARD SITUATIONS

We used to simply call it “meeting people” but in this increasingly connected (and even virtual) business world in which we live, it has become known as “networking”.

*So what is an introvert to do
in order to reach people,
gain exposure and stay connected
with potential clients?*

13 Baby Steps to Stepping Up & Stepping Out

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STEP ONE - The Rookie:

- 1. Start Small:** You don't need to expose yourself all at once. Start with small groups, one on one video, casual atmospheres like the kid's soccer mom's, etc.
- 2. Talk to Yourself:** Standing in front of a mirror and acting out a conversation will reveal to you your facial expressions, body language, etc. Make note of how much you SMILE.
- 3. Help:** Offer to help someone with time, resources, skills that could benefit them. This builds relationships plus often gets you introduced to others.
- 4. Follow up:** Keep notes of how you met, what you had in common, things you may want to follow up with and send a follow up no strings or obligations email.
- 5. Make a New Friend:** Don't look at the encounters as networking but more as making new friends. Ask yourself, "Is this someone in which I could build a relationship and make a friendship connection?"

Set an Objective: By setting an objective such as "I will connect with three people (at at least ONE event this week)" you are easing your way into making connections and building relationships.

STEP TWO - The Independent:

If you've already mastered STEP ONE- Congratulations! YOU DID IT!

You are now on your way toward gaining your confidence & independence among the networking community. Simply add these few steps to get there:

- 6. Connect beforehand:** If you are going to an event, hosting a video meeting, etc. reach out online. It's not so scary connecting with someone face to face when you feel you have already met.
- 7. Invite Someone:** Having someone with you (at an event or meeting) can ease some of the tension, and keep you from feeling overwhelmed.

As before, set an objective: By setting an objective such as "I will engage with three NEW people (at a new event or gathering this week)" you are easing your way into making connections and building relationships.

*You've
Got
This!*

STEP THREE - The Producer:

*WOW!! You've mastered STEPS ONE & TWO!
Congratulations!*

Your confidence has been strengthened, you're sharing your ideas, talents & resources as well as making new friends & building relationships within the networking community. You are almost there - simply add these few steps to get there:

- 8. Be Selective:** You don't have to go to every event, attend every video call or talk to every person. Look at these opportunities as ways to help you get where you want and choose wisely the ones you will attend.
- 9. Have a plan:** Have a list of open ended questions you can ask that will spark conversation. Make sure to create the connection by getting a business card or exchanging emails.

10. Be present: Make eye contact. Don't fiddle with your phone or look distracted. Be in the room, in the conversation. Give your undivided attention. People will remember how you made them feel.

11. Share: Whatever problem your product or service can solve, your client may not even know they need it. Don't sell. Share. Share stories, yours and others. If possible, offer samples, etc.

12. Be on the look out: If you are at an event, look for the ones standing in a corner and reach out to them. These are your peeps. Reach out to those not engaging in conversation etc. Look for ways to make them feel more comfortable and you will likely also.

Again, set an objective: By setting an objective such as "I will follow up and schedule coffee with three people who gave me business cards" you are easing your way into making connections and building relationships.

