

Do I Really Need To???

- “It’s ALL about the people!”
 - Job Leads
 - New Friends
 - Building your client base
- Investment for the Future
 - **Network before you need it!**

Face-to-Face vs. Facebook



Face-to-Face vs. Facebook

- Invested Relationship vs. Casual Relationship
- Inflection & expression vs. CAPS & emoticons
- Facebook Pros
 - Good way to stay in touch
 - Good for brief follow-up
 - Good for setting up a meeting
- Facebook Cons
 - Bad for strengthening relationships
 - Bad for contacting network for favors, recommendations
- Personal Touch is still **KEY!** Take the time for face-to-face meetings.

Dos & Don'ts



Dos and Don'ts

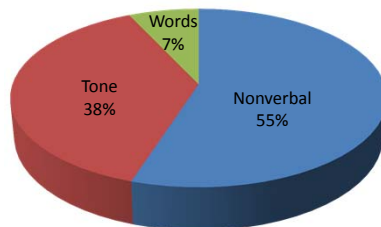
- **Do** remember basic manners.
- **Do** dress appropriately for the occasion.
- **Don't** have an agenda.
 - Learn interesting facts about those you connect with
 - Have a few quality conversations instead of trying to meet everyone.
- **Do** be genuine.
- **Don't** wait for others to approach you.
- **Do** LISTEN, LISTEN, LISTEN and participate in the conversation.
- **Don't** practice negative body language.
- **Do** get a business card, make notes and follow-up after the event (12-24 hours).
- **HAVE FUN!!!**

Strike a Pose



Strike a Pose

- You can speak volumes without saying a word.



Strike a Pose

- **SOFTEN**
 - Smile**
 - Open posture**
 - Don't make an X.
 - Forward lean**
 - Be actively engaged.
 - Touch**
 - Practice good handshake.
 - Eye contact**
 - Nod**
 - Active Listening

<http://conversation-skills-core.com/best-body-language-tip>



Tools for Success

- Business Cards (Keep it Professional)
 - VistaPrint.com
 - UAH Copy Center
- LinkedIn (Keep it Professional)
- Facebook (clean it up)
- Books
 - “Never Eat Alone” by Keith Ferrazzi
 - “How to Win Friends and Influence People” by Dale Carnegie
 - “Little Black Book of Connections” by Jeffrey Gitomer
 - “How to Make People Like You in 90 Seconds or Less” by Nicholas Boothman
 - “How to Start a Conversation and Make Friends” by Don Gabor
- Helpful Articles:
 - <http://www.inc.com/guides/2010/08/how-to-network-effectively.html>
 - http://www.ehow.com/how_1382_network-effectively.html



What's Next???

- Look for any opportunity to interact with other people....then attend!
 - Volunteer
 - Student Events
 - Associations in your industry
 - Alumni Association (www.uah.edu/alumni)
 - Local Young Professionals Groups

Just for Fun



<http://youtu.be/7j3nHdURkGE>

Contact Me

Rachel Osby
Sr. Director of Alumni Relations and
Executive Director of the UAHuntsville Alumni Association
256-824-6549
rachel.osby@uah.edu

CHARGE ON!!!