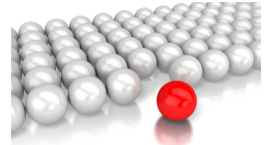


4 Basics of Effective Networking: SWAG

1. **SIMPLIFY** your message

- The hardest question to answer – What do you do?
- Use plain language to highlight client's needs
- Share something exciting or new
- Describe a basic component of your business
- Stand out from your competition (your target market, your credentials, your experience)



2. Be **WELCOMING**

- Get involved, volunteer, and contribute to committees
- Act as a host to make others feel comfortable
- Seek first to understand
- Listen!



3. Be **AWARE** of others

- Know your strengths and your style
- Recognize different personality styles
- Adapt your style to strengthen relationships (Motivator, Investigator, Nurture, and Director)



4. Establish **GOALS**

- Identify the purpose of attending (education, referral partners, prospects, clients, fun, food, and friendship)
- Create synergistic partnerships
- How will you measure success?

