

How to network effectively

Many new women who join the Sydney Women's Network ask, "How do I network effectively?" So we've sifted through all our advice to find the most important nuggets to help you grow your business through effective networking.

Make connections rather than sales

The Sydney Women's Networking events are always buzzing with friendly conversation. Our first tip is to advise you to remove 'selling' from the networking equation. If you take the pressure off yourself to 'sell' your business, then you'll actually relax and enjoy yourself. View networking as a place to form relationships, because it's through these established relationships that new business will come to you. Relationships are about trust, and when people trust you, they will want to do business with you.

Prepare for 15 seconds of fame!

At our networking events we offer you the additional advantage of being able to give a 15 second promotion about your business to the entire group – this is a *fantastic* advertising opportunity. (If you're afraid of public speaking, please know that the Sydney Women's Network provide an encouraging and safe environment for you to shine. We are here to support you, and if you need advice or encouragement please ask us and we'll do anything we can to help. If you view any life challenges as a wonderful opportunity for growth, rather than a negative area to be feared, your wings will unfurl and you will absolutely soar. We'll have articles on boosting your confidence in the future, so please bookmark our site).

We advise our members to include their business name and the *benefits* of their business in their 15 seconds spiel. For example, if you're a marketing consultant you might say, "I can help you make more money by growing your business". Or if you're a mobile hairdresser you might say, "I can make your hair look stunning in the comfort of your own home, which will save you time and money". This 15 seconds of fame, which is basically your elevator speech, tells people: who you are, what you do and how they will benefit from what you do.

Time and consistency will bring huge rewards

Networking is about building relationships, so be mindful that relationships will develop over time, and only if you network regularly. If you have a long term view of your business then networking is one of the most effective forms of marketing you can use. Not only will you get business from the actual group you network with, but you'll get business from the people they refer on to you.

Cindy Steele and Natalie Moutia are co-founders of the Sydney Women Network. They organise networking events in eleven key locations around Sydney. The primary purpose of the Sydney Women's Network is to assist its members to grow their businesses through the exchange of quality business referrals. To find a friendly networking event in your area, visit sydneywomensnetwork.com.au

This article was written for Cindy Steele and Natalie Moutia by Lucinda Lions of Lion Writing. Would you like an article specifically written for you too? Articles on your website provide useful information for your readers while helping to boost your Google rankings. Visit www.lionwriting.com.au for more information on how articles can strengthen your profile and increase sales.