

# Sample Editorial Submission For Working Women Magazine.

TITLE **Create a Networking Goldmine**

INTRO TEXT *Networking can take your business to new heights; but tackling it from the wrong angle can be a costly exercise. Founder and Managing Director of Women's Network Australia, LYNETTE PALMEN shares her tips on networking your way to success.*

MAIN TEXT When you compare the results and outcomes networking achieves against other expensive forms of acquiring new business, such as print advertising or cold calling, you soon realise that the networking grape vine can indeed become a gold mine for your business.

The key factor to being a successful networker is about having the confidence to realise that you do have something valuable to contribute to any networking situation.

So how can you turn business events you are currently attending into effective networking exercises?

### **Seven Top Networking Tips:**

1. Most people are not clear on the concept of networking. They attend events with the assumption that networking is about themselves and selling their products and services. A good networker knows that building relationships first and taking the time to find out about others is the real key to developing business from networking situations.
2. Once you make the commitment to commence networking actively, think about how you wish to represent your business or your employer. Keep the branding and message you wish to communicate simple and consistent.
3. Always arrive at networking events on time. This allows you to introduce yourself to the event organisers, whilst also getting a feel for the environment. It also gives you time to assess the event format, organise your action plan and preview name tags of attending guests to see if you recognised any of these as your existing networking contacts.
4. Ensure you are taken seriously by always having an adequate supply of business cards on hand. Treat your business card with respect by only handing them onto those people who you have engaged in conversation with.
5. Sometimes taking a friend along for support can work well, but most times it is a stumbling block to achieving any networking outcomes. Inevitably you and your friend will use the event as a catch up. It's a great idea to invite your friends to networking events, but ensure you split up on arrival and catch up after the event to hold personal discussions.
6. Great networkers follow up those they meet. If you tell people you are going to call, then do it. It's really important within networking groups that you display exceptional networking ethics, manners and show respect for other peoples' time.
7. Switched on networkers don't attend events based on their interest in hearing the guest speaker, they know it's all about networking with other attendees'. In any case, if you can't open your mind sufficiently to learn something from even the worst speaker, you are probably not in the right space to start networking.

CONCLUDING PARAGRAPH Networking is a tried and true method to growing your business potential. With the right commitment and attitude anyone can learn to reap the rewards effective networking has to offer.

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