**NETWORKING TIPS**

* Always carry business cards.
* Always smile and make eye contact.
* Ask for introductions. And pass along referrals.
* It is better to give than receive.
* Dress the part, and wear colors that will get you noticed.
* Become a master of small talk–know the most recent sports scores but avoid talking politics or religion and never share off-color jokes. Share personal *but* appropriate stories.
* Uncomfortable with small talk? Then ask open ended questions.
* Practice listening.
* Have a professional headshot taken for promotional purposes.
* Prepare in advance. Be prepared at any time to give your 30 second elevator speech.
* Avoid the hard sell.
* Practice, practice, practice–remember, the more events you attend the easier it gets
* Arrive early and follow-up promptly, when appropriate.
* Patience is a virtue.
* Quality versus quantity. One quality conversation is more important than rushing through 3, 4, 5, or more hit-and-run conversations.
* Utilize electronic networking.

**PROGRAMMING IDEAS**

* Speed networking.
* Anything social media including creating content and/or usage logistics.
* How to write a business plan.
* Introduction or in-depth session on ReferenceUSA.
* Small Business Resource Center.
* How to find funding/financing.
* Email marketing.
* Business resources available at your public library.
* Making the most of Google Adwords
* Making the most of Google for Business.
* How to develop a marketing plan.
* Starting a business on Etsy or Ebay.
* Teen entrepreneurial competition.
* Introduction to Quickbooks.
* Introduction to Franchising.
* A program in cooperation with your local Chamber of Commerce.
* How to do market research.
* Business author book talk and signing.
* Small business taxation workshop.
* Branding your business.
* Intellectual property rights.

**Explore free presenters**

* SCORE (www.score.org)
* UCEDC (ucedc.com)
* U.S. Small Business Administration / Small Business Development Center (www.sba.gov)
* NJ State Library (www.njstatelib.org)
* Rotary Clubs (www.rotary.org)
* Society for Financial Awareness (www.sofausa.org)
* Local resources including Friends groups, Library Advisory Boards, and Chamber of Commerce.