

Networking: 4 basic errors to avoid when creating relationships

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Networking is a term that is no longer strange to many people, referring to a process of creating relationships and can appear in many forms.

We all have, are and always want to "networking". Meet old friends, coffee, "lemon tea", chat with colleagues, superiors, partners, customers, ask about the experience of the previous ones. Networking, in a simple way , that's it.

However, in business and work, Networking needs to be recognized and implemented in a more professional and professional way if you want to achieve the highest efficiency.

When starting a business, moving into a different field or looking for a job in a new city - there will be many stages in the career that we need to look outside the network of contacts to search and connect with new people who are likely to become partners or assist you in the process.

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Events, seminars, meetings, meetings, clubs ., these are all circumstances where even the smartest and most successful people can make mistakes when establishing relationships. relationship if you don't pay attention to your behavior. Each time, your image in the eyes of others will be slightly reduced.



Here are 4 most basic errors when Networking that anyone is intending to expand their network of relationships also need to know.

1. Talk too much about yourself

Many people see networking sessions as an opportunity to advertise themselves to be well known. According to Minsheu, this is true but should only be moderate.

In your first meeting, you probably want to "show off" your best points to impress others: friendly personality, profound knowledge or about experiences that make people have to "exclaimed" out of excitement and wanting you to share more.

However, don't try to be the most prominent person in the conversation. In fact, showing your interest to people is the best way to create a positive impression.

According to Alisoun Mackenzie business coach, people should apply **80-20 rules** in every conversation - **spend 80% of their time listening to the other person and the remaining 20% talking about themselves.** Depending on the story content, you can adjust the time to suit the situation, but at least make sure the time you speak is equivalent to the time you listen.

2. Do not prepare carefully

Networking is not a meeting, so you don't need to plan everything in detail. However, you **should have some preparation before any event you attend.**

First, find out who is invited to attend, who has the same interests as you and who you should build relationships in the future? At the same time, try to get as many contacts as possible.



For smaller events - for example, you are attending a friend's book club with 5 or 6 people in the same field or dinner after a conference - **find a way to get a name Guest book first and take a few minutes "Google" quickly information about who will sit at the table with you.** This action will help you get better prepared before approaching them.

Understanding the profile of the guests will help the conversation become more natural and you are also more confident. In addition, preparing a few things to say will make the story much shorter and more attractive.

Talking about the passion for work or devoted to the company is the mistake that Minshew shared that she met in many people, especially new "job jumpers" and startups.

3. Share something too private

You want to start the natural "Networking" and talk about personal interests besides business goals is a great way to do that.

However, this does not mean that you should share stories that are too personal as if they were long-term and close friends with you.

Know how to keep up and stick to the topic that you both enjoy. A newcomer will not want to hear your personal stories if that is not the problem they are concerned about.

4. Excessive attention



The important thing about Networking is how to maintain the built relationships and you should start with friendly stories.

The word to emphasize here is **friendly**. Minshew revealed that many times she just met someone, the next day her email inbox was filled with letters asking her to provide all the information and lots of other work-related things.

Please connect with them regularly but not too often via **LinkedIn, Facebook, Twitter** ., and only send the information they care about most. This way, you can monitor and update everyone's status without disturbing them.

Building relationships is not an easy thing but mistakes can be completely avoided.

Friendly, prepared and acted properly, you will surely have sustainable relationships.

***About the author :** Kathryn Minshew is the CEO and co-founder of The Muse - the platform used by more than 50 million people around the world with the desire to take further steps at work. Minshew is also a passionate writer in many famous magazines such as The Wall Street Journal, Harvard Business Review; speakers with many valuable shares at MIT, Harvard, CNN and Today. She was also honored by Forbes (30 Under 30 in Media), Inc. (15 Women to Watch in Tech) and Business Insider (30 Most Important Women Under 30 in Tech).*

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