



DARCY REZAC'S 10 SUMMER POSITIVE NETWORKING TIPS



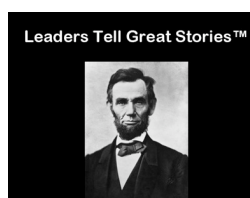
We know it's vacation time and people's minds turn away from networking. In fact, this is a great time to work on building your network, as you may have more time available. Try these ten great practices over the summer and then make them a habit--something you do all year.

—Gayle Hallgren-Rezac, Judy Thomson & Darcy Rezac - co authors of *WORK THE POND!* (Prentice Hall)

10 WAYS TO IMPROVE YOUR CONNECTING THIS SUMMER

1. In the next 30 days reconnect with 10 “weak links”, those people who have dropped off your radar screen, folks you knew in high school or university. Can't find them? Do a Google search or try LinkedIn.
2. In the next 30 days make a point of learning the names of all the people you come into contact with regularly--if you don't already do so. Examples: dry cleaner, parking lot attendant, barista, grocery store clerk. Can you also learn something about them?
3. Take this challenge and connect with one “famous” person. Perhaps an author you admire or business leader? Send them an email. Make it short, not your life story. Tell us what happened: gayle@workthepond.com
4. In the next 30 days map your network. Look at your database of contacts. Who is in your strategic network, your operational network? How many new friends did you make in the past year?
5. Okay, now what can you do for some of these folks? Practice *Positive Networking*® which is discovering what you can do for someone else. Figure out ways to add value to their lives within the next 60 days.
6. Become The Connector. In the next 60 days, invite a group, including weak links, to go to an event with you. Some summertime examples: wine tasting, special Friday crab feed at your favorite restaurant, music in the park. Everyone pays, you just send out the invite.
7. This week thank a person back at the office who did something good. Or, write a letter to someone who made a difference in your life: college teacher, an aunt, a friend, a mentor. Then mail it. To understand the power of this action, watch *The How of Happiness* with Sonja Lyubomirsky. <http://www.youtube.com/watch?v=xwOROpIhgL0&feature=related>
8. This summer hone your *Tribal Introduction*™. The answer to the question, “So what do you do?” Use words like “we're the only ones who...”, “for example...”
9. This week: buy a Story Journal and put it in your briefcase, or on your desk. Start writing and collecting your stories of your business and your life. Otherwise, those stories will be lost--we forget about them but they are the most powerful communication tool you have.
10. As a loyal reader of our *Positive Networking*® weekly tips we have a special price on the audio CD of our book. It's THE handbook on how to network. Download it to your iPod and listen lying down. Hammock and ice cold beer optional. At this special price until July 31, 09 info@workthepond.com

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