NETWORKING TIPS FOR ENTREPRENEURS

Networking is a vital skill in the world of business. Consider the following tips:

1. Remember that networking isn't necessarily friendship. Networking is an investment in a longer-term relationship – resist instant gratification.

2. Your business card should be clear and professional, and should reflect your business.

3. When asked, tell people what you do and how your clients and network can benefit from a business relationship with you. Keep it simple.

4. Before a networking event, scan the newspaper or Internet for current subjects to chat about.

5. Acknowledge people's contributions, thank them and return the favours when the opportunity arises.