

DETROITNET.ORG PRESENTS...

THE 10 COMMANDMENTS OF NETWORKING



SO, WHO ARE YOU GUYS?

- Detroitnet.org Founded in 2001 as the “anti-group” (see: didn’t like any groups)
- Re-branding in 2014 as solely “IT in the D”
- Run by 3 guys (The Sales Guy, The Geek, and The Voice Of Reason)
- Closing in on 5,000 members on LinkedIn
- Over 1,800 unique visitors and 8,000 page views daily at detroitnet.org
- IT in the D podcast listened to by over 10,000 people per episode
- Over 650 jobs fulfilled through our meetings
- 100% grassroots
- No guest speakers, name selling, forced sales pitches
- Featured in CNN/Money Magazine, WJBK (FOX), WDIV (NBC), WXYT (ABC), 96.3 WDVD, Oakland Press, MLive.com, Detroit Free Press...
- 2010 CBS People’s Choice Blogger of the Year Award (Life section)

SO, WHO AREN'T YOU GUYS?

- Ninjas, Experts, Gurus or Life Coaches
- Trying to get you to pay \$300 so I can re-write your resume
- Trying to sell you something afterward
- Someone who will sugarcoat the truth

IN THE BEGINNING...

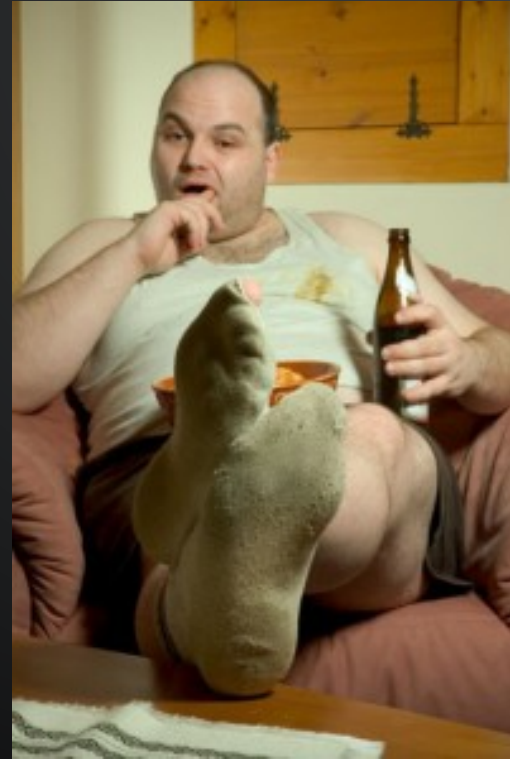


**“YOU MUST
UNLEARN
WHAT YOU
HAVE
LEARNED”**

I. Thou Shall Understand the Importance of Networking

It is a relationship

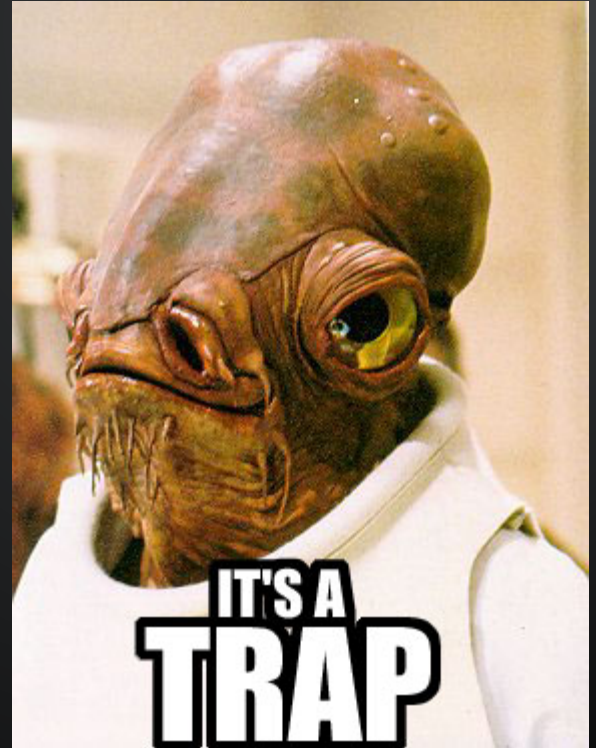
- Get off the couch!
- Show up
- Be consistent
- Don't network only when you need something
 - See: You missed the point



II. Beware of False Prophets

They are everywhere!

- Find out which events suck
- Don't pay \$20 to listen to someone talk about how awesome Twitter is
- Ask questions to the organizers about what you can expect
- Don't give up your contact list to a Florist (see: BNI)
- If it isn't for you, leave



III. Thou Shall be Prepared

Treat it like an interview

- Have cards
 - (see: Vistaprint.com)
- Don't bring resumes
- Dress appropriately for the venue
- Have a focused message
 - Not - "I do everything!"
- Know your audience



IV. Thou shall not have Anxiety

Everyone is in the same boat

- Travel in pairs
- Introduce yourself to the event organizers
- Don't feel you need to meet everyone in 15 minutes
- Relax



V. Thou Shall not be “That Guy”

Ever.

- Overbearing sales guy
- Arrogant IT guy
- Drunk guy
- Stalker guy
- Annoying voicemail guy
- The sense of entitlement guy
- The b*llsh*t generator
- MLM guy



<http://www.detroitnet.org/index.php/category/dbtg>

VI. Thou shall not have an elevator pitch

Just don't.

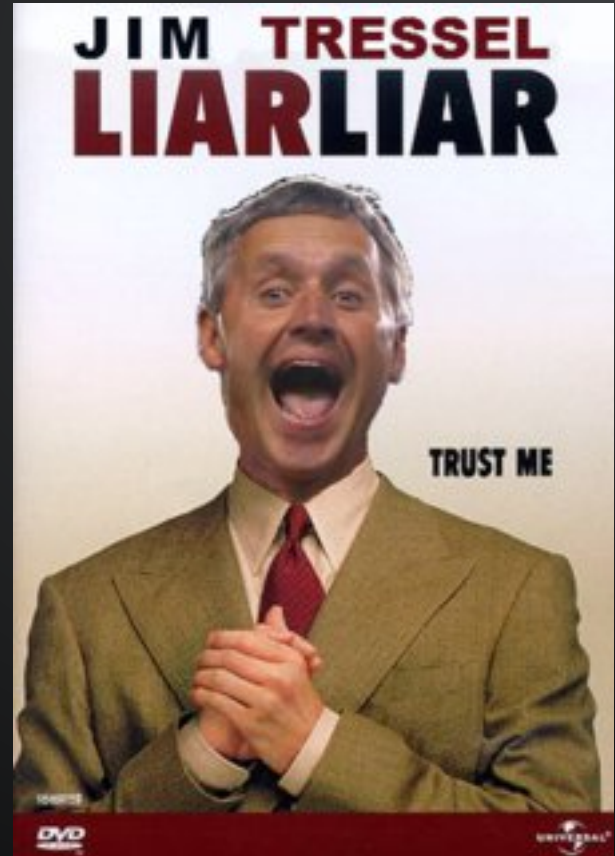
- Know your audience
 - Pitch should be different for CFO vs. recruiter vs. peer vs. sales guy
- “My name is Bob with HP, what do you do?”
- Anything more than 10 seconds and you lost them



VII. Thou shall not Lie

It's a small world after all

- No need to exaggerate
- People will find out quickly, and the word will spread
- Don't be ashamed of who you are
 - See: I'm trying to get into the industry



VIII. Thou shall understand Quality vs. Quantity

Networking is NOT a video game

- No prize for the most business cards
- No prize for the most LinkedIn connections
- Only have time in your life for roughly 700 people
- Tier your network and make contact appropriately



IX. Thou shall understand Social Media

They are all not the same

- Facebook is your living room
- LinkedIn is your office
- Twitter is...well, we still don't know
- Leave your political views at home
- Everything you write is there forever
- Stop Twittering yourself



X. Thou shall follow up

The key to networking

- Send a thank you note the next day
 - Don't be overbearing
- Send a LinkedIn request
- Ask for coffee if you think the relationship will be **mutually beneficial**
- Help regardless of reciprocation
- Remember karma



Call to Action...

- SHOW UP
- PREPARE
- ENGAGE
- KNOW YOUR GOAL
- FOLLOW UP
- KARMA

If you're looking...

- Pink Slip Party
- Downtown Detroit
- St Andrews Hall
- Wednesday, March 13th 2013 (3/13/13...get it?)
- 5pm start time
- Be there

THANK YOU...

