VIRTUAL NETWORKING SUCCESS

How To Become Better At Networking To Build Long-Lasting Connections and Grow Your Business or Career

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Introduction

Introduction

When you work in an office, the idea of networking can be simple. You may spend time at meetings, going to the break room, or even a ride in the elevator and you are able to meet other professionals who will help you to reach some of your goals. You may have to do a little work to go to conferences and more in order to make the connections that grow your network, but you can still get the work done.

Things get a little harder when you work from home. You still need to form some of these important connections, to meet others and work hard, in order to finally get ahead and reach for success. Networking when you are not in the office can be hard, but it may be one of the best ways to grow your business and make sure that you meet new people.

Virtual networking allows this to happen, whether you are in the office or work from anywhere. Through virtual networking, you will be able to take advantage of online platforms, social media, and even online webinars and conferences in order to form connections with others, even when you are not able to meet them in-person. Virtual networking allows the individual who

works remotely a chance to network that they may not have had in the past.

There are different ways that you are able to do virtual networking and the one you choose can depend on your personal preferences and what works the best for you. You will need to attend virtual events. You can make some of your own or go to one that is sponsored by another organization. Learn something new and meet others who wanted to work through this as well.

Your current colleagues are good options as well. If you just started to work remotely, you have the advantage of already knowing a lot of your colleagues. Building up those relationships and maintaining those with the current colleagues can make a difference in how well you can network as well. If you leave your current job to start working remotely, then make sure that you stay in touch with some of the former colleagues too. This will help you to still have those connections that you can utilize later if you need.

There are so many benefits that you will be able to enjoy when it comes to virtual networking, but it basically comes down to some of the relationships that you are able to form along the way. This

guidebook will take a closer look at virtual networking to help you see how great this can be for you to utilize too. Let’s get started!

It's Who You Know

Chapter 1: It's Who You Know

When it comes to virtual networking, you need to focus on the relationships that you want to form. It is all about who you know. There is a lot of give and take that comes within this kind of networking and you may need to focus on some different rules that you will need to follow along the way to make sure that you are able to do things properly online. But it is really about the relationships that you form.

The more people you know in the right places, the easier networking will be. You can call on those connections later on, and they will be able to call on you later on if they need to. With the shift of many workers going from in-person work to remote work, traditional ways of building up a network is going out the window. Because of this, the culture of many companies is changing as well and the individuals and leaders will need to find some of the best ways to communicate and maintain the relationships that they need along the way.

Proper communication is going to be important when it comes to making the right connections. Think about how you can communicate in a thorough and thoughtful manner. Learn how to

do active listening, and show that you care. Finding ways in your business endeavors to gather virtually can make it easier for everyone to work on building up some of the networks that they would like along the way.

As you start to work through your new networking ideas, whether you are a remote worker or not, you will need to think about who you already know and how you can utilize some of those different connections along the way. Everyone already has some connections that they are able to utilize, whether they realize it or not. And the connections do not always need to eb the people that you know from work or in your own industry.

Think about the people you went to school with. Have you maintain some of those relationships over the years and can utilize them now to bring in more clients or more customers or to help with a job? Is there a professor who has some good connections that they could introduce you to along the way?

What about one of your friends? They may not be a professional connection, but many of the friends you have maintained through the years may also have some connections that you can utilize as well. Or even colleagues from some of the past jobs. You can even look to different family members and some of the people

that they know to see if there are some valuable connections that will serve you well over the years.

Keep in mind that you will need to focus on forming relationships. These people are not just there to serve you and then go away. You need to form a relationship and maintain it. It could be years of maintaining that relationship before you are able to utilize it. But you will be glad when you do need it.

There is also a lot of give and take in these relationships. There are times when you will be able to call on some of your connections for a favor or to help, and there are times when they will need to call on you for help. This is part of the networking process and will benefit both parties along the way. Be prepared to step in and help out when you can, even when you do virtual networking.

The goal is to build up some good relationships that will serve both parties well through the years. Virtual networking makes it possible to do this, even when you work remotely or when you do not spend as much time in the office as other coworkers. With a bit of help and some of the steps that we will talk about through this guidebook, you will see how efficient and successful virtual

networking can be and how it is part of the future for most people who are looking to network from home or out of the office.

Nurturing Existing
Connections

Chapter 2: Nurturing The Connections You Already Have Virtually

You already have some connections. Whether you have done a few internships or worked at several jobs in your career, you have a few connections that you can work with at any time. This is great news because you already have a good source of connections that you can utilize the way that you want. You will be able to grow that a little bit more in the future, but for now, we need to focus on the people we already know.

How can you connect with this group of people virtually? In our fast-paced world, it is not always possible to keep up with this network face to face, but that does not mean you want to lose them as an important connection, or that they want to lose you either. There are different ways that you are able to work with these connections and still reach them, even if you are not in the same location and can’t meet them in-person as often as you would like. Some of these options include:

Make Sure You Have Their Social Media?

Social media is going to be your friend when it comes to virtual networking. This is the perfect place to keep in touch with some of your connections, learn new things about that connection, and even send quick messages when you want to keep in touch with them. Make sure that you are utilizing social media, especially some of the big ones like Facebook, Twitter, and Instagram, so that you can reach your connections and keep in touch. This provides a personal touch to them and will make it more likely that they will be available for a favor later on.

Check Up With A Text Or Email

Let the connection know that you are thinking about them, even if you have not run into them for a long time. You do not have to spend a lot of time doing this. A few minutes here or there on occasion can help. Set some reminders or put it down on your calendar, especially if there are important dates that you want to remember to congratulate or think about a connection for on that day.

When it is time to reach out to the connection, you can just check in through email or a text. This only takes a few minutes, but just a few heartfelt words will be enough to show the other person that you care about them and are thinking about them. This will go a long way in helping you to get ahead and really reach your goals, even when you can't stop in and see the connection that often.

Invite To Networking Events With New Connections

If you have a new networking event that is going to happen soon, invite some of those connections to that event. You do not need to invite them to each event and you do not need to invite every connection to the event either. The point is to know your connections well enough that you know when one particular networking event will entice them or help them reach some goals.

It is even better if you are able to entice them with an event that has new connections for them to meet. Everyone loves a good networking event that has new connections, ones that they have not been able to form on their own yet. This can be a good way for you to reconnect with them, show them something of value to themselves, and to keep that connection nearby if you need them

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