



Networking etiquette

August 13, 2012 - Front Section

Some rules were made to be broken. The rules of good business manners were not. Here are a few guidelines to help you network with good taste and great results.

1. **Make a Proper Introduction:** An email subject header should be specific and searchable. "Follow-up from AREW luncheon" or "Conversation about development sites" are helpful and appropriate. "Hey Kristine" or "Hello from Joe" will not catch your target's attention, or help her remember you as a serious professional.
2. **Ask for What you Want:** Include a specific call to action to elicit a specific reply. For example, "I would like to continue our conversation, and discuss your firm's design projects. When are you available for coffee or lunch next week?" Do not offer a vague suggestion, or expect your target to initiate or coordinate. Phrases like "Let's get together" and "Hope to see you soon" are weak and ambiguous.
3. **Tell, Don't Sell:** Don't include a three-paragraph sales pitch in your email; and don't leave a three-minute voice mail on my phone. I won't read it, or listen to it. Do include a brief relevant reason why you want to meet me, and I'll graciously consider it and reply.
4. **Proofread:** Use proper grammar, full sentences and spellcheck. Your words matter, so make them right.
5. **Follow the Golden Rule:** The next time you're not sure what to do, think about your own reactions to requests from other people. Remember which email caught your attention, who earned your respect, and what made you roll your eyes and say "I'm not meeting with that moron". Do unto others as you would have them do unto you, and you'll be remembered as a class act.

Deena Baikowitz is the chief networking officer at Fireball Network, New York, N.Y.

New York Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540