

Networking For the Shy to Terrified
2005 Cat Writers Conference
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Presented by Dena Harris
www.denaharris.com

Does the thought of approaching someone, shaking hands and giving a 20-second “personal commercial” make you want to crawl under the bed with the cats?

If you’re not networking, you’re missing out on leads, contacts, publicity, job offers, insider tips, and much more! Don’t let shyness get in the way of building your career. Join us for this fun and informal workshop on the nuances of networking.

In this one-hour workshop writers will learn:

- Basic strategies to overcome the fear of meeting new people
- Tips for joining conversations
- Small talk essentials
- Discussing your work without sounding like a braggart or a bore, and
- How to relax and enjoy meeting new people

Course Outline

I. What Networking Is and Isn't

- Common misconceptions about networking – and why they scare us
- True definition of an introvert/extrovert and what it means in terms of networking
- 80% of your best leads will come from only 20% of your contacts

II. Discussion: What is it about networking that scares us?

- Being judged
- Feeling alone
- Feeling like we’re boring people
- Talking to people who bore us
- Other

III. Techniques & Strategies for Conquering Fears

- What to say
- How to say it
- Strategies for approaching strangers
- Strategies for escaping (!)
- How to join an already established group
- How to promote your work – how much to say and when to say it

Public Speaking - 2

- Spending time alone—it's okay to be by yourself

IV. Learning What You Have to Offer

- “A Thoughtful Person Is A Remembered Person”

V. 30-second personal commercial – Friend or Foe?

- What they're really about and what you can use instead

VI. The Proper Use of Business Cards

VII. Networking From Home

- How you can network at home, alone, from your desk
- Building on the foundation