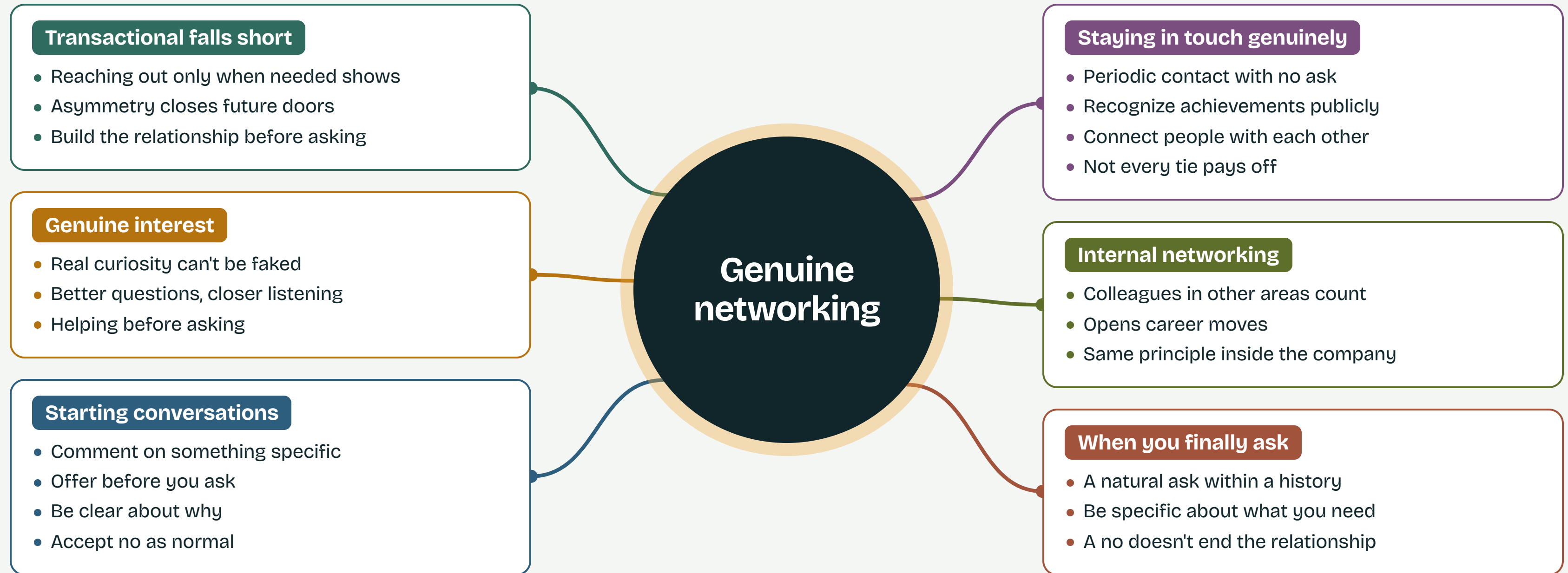


Genuine networking without looking self-serving



Action plan

1

Comment on something specific about the person's work

2

Offer useful content or an introduction before asking

3

Keep in touch periodically with no request attached

4

Connect people in your network who can benefit

5

Make specific requests and acknowledge the other's time

Key takeaway

A strong network grows from real interest and helping before asking; requests then come within a shared history.

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