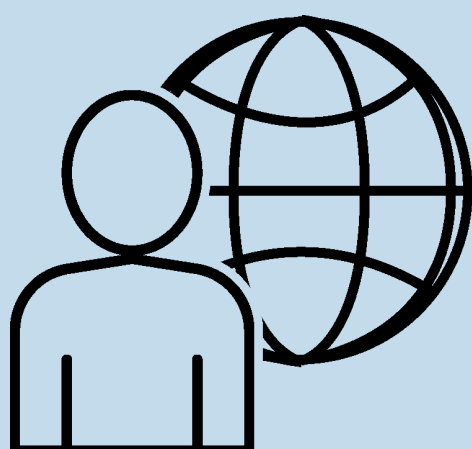


Guidelines and tips

How to build trust and how to expand
your network

10 Smart Tips for building trust:

- Become trustworthy before you start a business,
- Keep your promises to yourself and others,
- Formalize business promise keeping,
- Create relationships that are mutually beneficial,
- Get People who Get it,
- You Define the Culture of Your Business,
- Make Time for Networking,
- Use Every Opportunity to Learn,
- Seek Out Mentors,
- Business is Fun – Enjoy It.



10 Smart Tips for expanding your network:

- Research networking events and trade shows near you,
- Host events,
- Keep a consistent schedule of reaching out new people,
- Join a professional organization,
- Be more courageous in your outreach,
- Find a networking wing-person,
- Use alumni networks,
- Use “thank you” and “you’re welcome” as chances to strengthen your relationships,
- Become active on Instagram and Pinterest,
- Audit your current network

