

Stop Collecting Business Cards And Start Making Meaningful Connections



Networking Is Not Working: Stop Collecting Business Cards and Start Making Meaningful Connections

by Derek Coburn

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Business cards are a thing of the past. In today's digital age, there are better ways to make meaningful connections. Here's how to do it.

1. Get social

LinkedIn is a great way to connect with professionals in your industry. You can join groups, follow companies, and share your own content. Social media is also a great way to meet new people. Join groups, follow people you're interested in, and share your own thoughts and ideas.

2. Attend industry events

Conferences, meetups, and other industry events are a great way to meet new people and learn about new trends. Make an effort to introduce yourself to people and start conversations. You can also volunteer to help out at events. This is a great way to meet people and make a good impression.

3. Get involved in your community

Volunteer your time, join a club, or take a class. This is a great way to meet people who share your interests. You can also volunteer to help out at local events. This is a great way to meet people and make a good impression.

4. Use email marketing

Email marketing is a great way to stay in touch with your contacts. You can send out newsletters, updates, and offers. You can also use email marketing to segment your contacts and target your messages. This is a great way to build relationships and drive sales.

5. Follow up

After you meet someone, it's important to follow up. Send them a thank-you note or email. Connect with them on LinkedIn. Follow them on social media. This shows that you're interested in staying connected and that you value their time.

Business cards are a thing of the past. In today's digital age, there are better ways to make meaningful connections. By following these tips, you can build relationships that will last a lifetime.

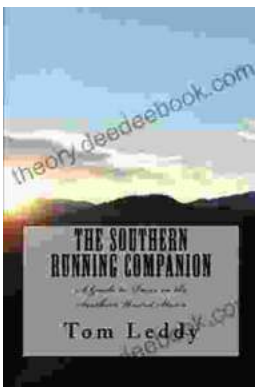
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