

“IT IN THE D” PRESENTS...

THE 10 COMMANDMENTS OF NETWORKING



SO, WHO ARE YOU GUYS?

- Founded in 2001 as the “anti-group” (see: didn’t like any groups)
- Re-branded in 2014 as solely “IT in the D”
- Run by 3 guys (The Sales Guy, The Geek, and The Voice Of Reason)
- Over 6,000 members on LinkedIn
- Over 2,000 unique visitors and 8,000 page views daily at ITinTheD.com
- IT in the D podcast listened to by over 250,000 people per episode
- Over 2,000 jobs fulfilled through our events
- 100% grassroots
- No guest speakers, name selling, forced sales pitches
- Featured in CNN/Money Magazine, WJBK (FOX), WDIV (NBC), WXYT (ABC), 96.3 WDVD, Oakland Press, MLive.com, Detroit Free Press...
- 2010 CBS People’s Choice Blogger of the Year Award (Life section)

SO, WHO AREN'T YOU GUYS?

- Ninjas, Experts, Gurus or Life Coaches
- Trying to get you to pay \$300 so I can re-write your resume
- Trying to sell you something afterward
- Someone who will sugarcoat the truth

IN THE BEGINNING...



**“YOU MUST
UNLEARN
WHAT YOU
HAVE
LEARNED”**

I. Thou Shall Understand The Importance of Networking

It is a relationship

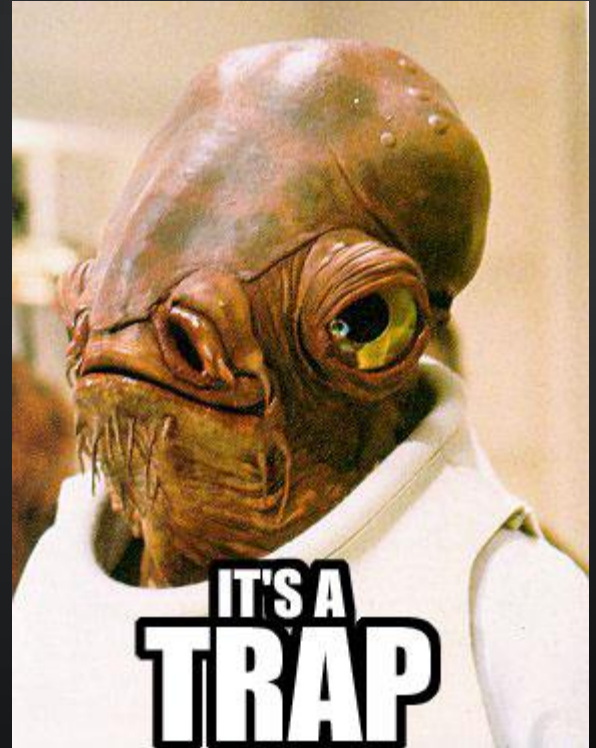
- Get off the couch!
- Show up
- Be consistent
- Don't network only when you need something
 - See: You missed the point



II. Beware of False Prophets

They are everywhere!

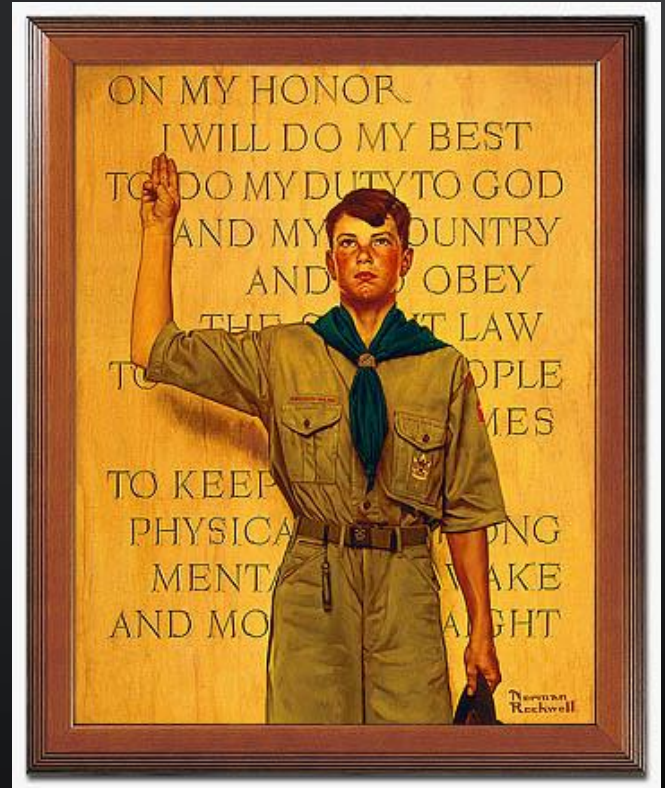
- Find out which events suck
- Don't pay \$20 to listen to someone talk about how awesome Twitter is
- Ask questions to the organizers about what you can expect
- Don't give up your contact list to a Florist (see: BNI)
- If it isn't for you, leave



III. Thou Shall Be Prepared

Treat it like an interview

- Have cards
 - (see: Vistaprint.com)
- Don't bring resumes
- Dress appropriately for the venue
- Have a focused message
 - Not - "I do everything!"
- Know your audience



IV. Thou Shall Not Have Anxiety

Everyone is in the same boat

- Travel in pairs
- Introduce yourself to the event organizers
- Don't feel you need to meet everyone in 15 minutes
- Relax



V. Thou Shall Not Be “That Guy”

Ever.

- Overbearing sales guy
- Arrogant IT guy
- Drunk guy
- Stalker guy
- Annoying voicemail guy
- The sense of entitlement guy
- The b*llsh*t generator
- MLM guy



VI. Thou Shall Not Have an Elevator Pitch

Just don't.

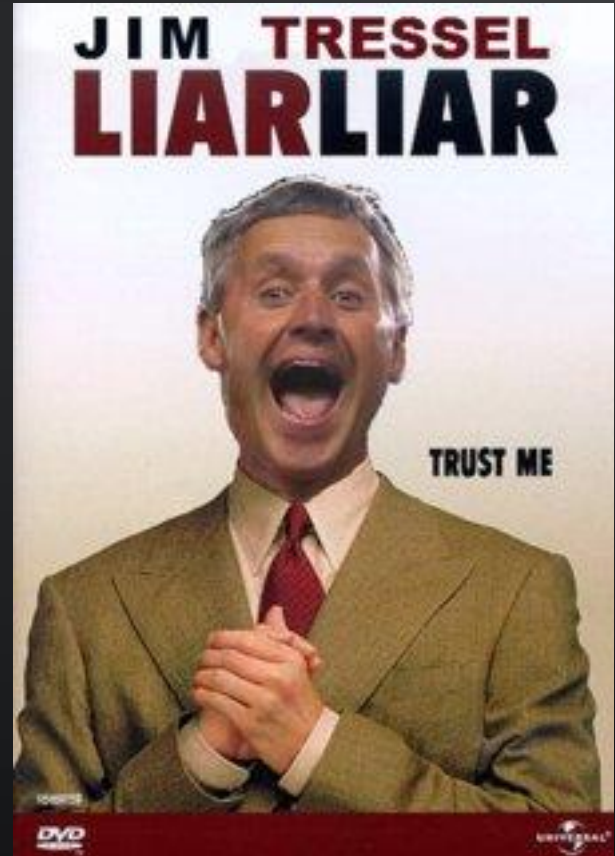
- Know your audience
 - Pitch should be different for CFO vs. recruiter vs. peer vs. sales guy
- “My name is Bob with Cisco, what do you do?”
- Anything more than 10 seconds and you've lost them



VII. Thou Shall Not Lie

It's a small world after all

- No need to exaggerate
- People will find out quickly, and the word will spread
- Don't be ashamed of who you are
 - See: I'm trying to get into the industry



VIII. Thou Shall Understand Quality vs. Quantity

Networking is NOT a video game

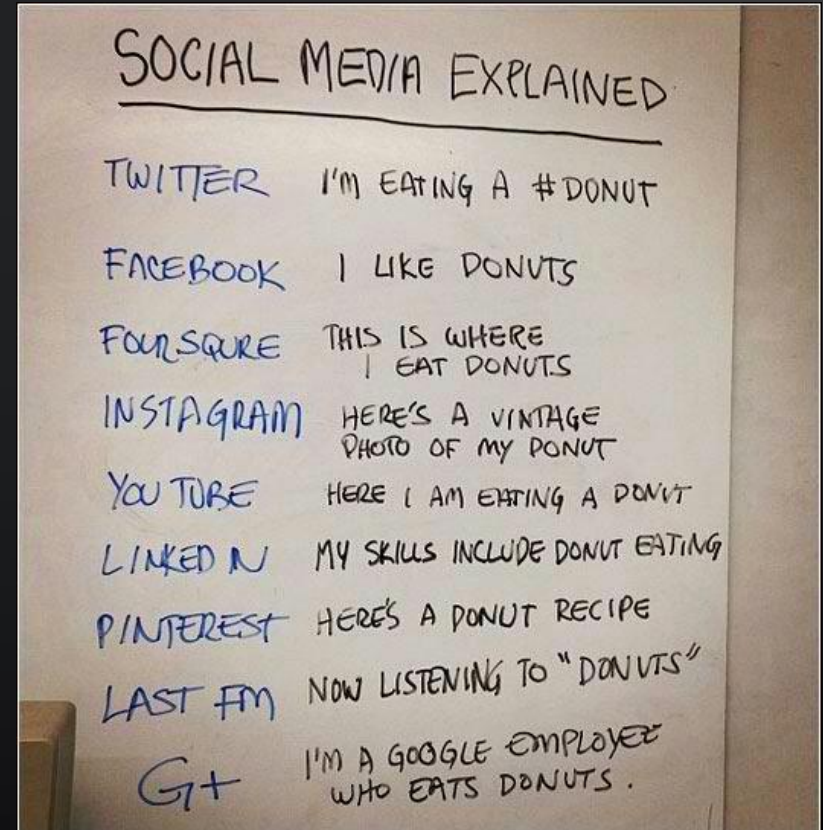
- No prize for the most business cards
- No awards for the most LinkedIn connections
- Only have time in your life for roughly 700 people
- Tier your network and make contact appropriately



IX. Thou Shall Understand Social Media

They are all not the same

- Facebook is your living room
- LinkedIn is your office
- Twitter is...well, we still don't know
- Leave your political views at home
- Everything you write is there forever
- Stop Twittering yourself



X. Thou Shall Follow Up

The key to networking

- Send a thank you note the next day
 - Don't be overbearing
- Send a LinkedIn request
- Ask for coffee if you think the relationship will be *mutually beneficial*
- Help regardless of reciprocation
- Remember karma



Call to Action...

- SHOW UP
- PREPARE
- ENGAGE
- KNOW YOUR GOAL
- FOLLOW UP
- KARMA

If you're ready to show up...

- **Casual Networking Event**
 - Thursday, May 19
 - Hopcat, Huma Room upstairs
 - 5pm start time
- **Be there**

MAY 19, 2016 www.ITintheD.com
Your home for Information Technology networking since 2001

5PM START TIME. NEVER A COVER CHARGE. NO SALES PITCHES. NO SPEAKERS.

IT IN THE D

ALWAYS A GREAT CROWD FOR:

- Job Seekers**
- Recruiters**
- Just Hanging Out**

EVENT STARTS AT 5PM

IT DOESN'T MATTER IF YOU LOOKING TO HIRE, GET HIRED, OR JUST HANG OUT AND MEET PEOPLE WHO TALK LIKE YOU TALK AND GET WHAT YOU DO DAY TO DAY. NO AGENDA. NO SPEAKERS. NO FREE LUNCH. NEVER. JUST NETWORKING WITH I.T. PROFESSIONALS, IT'S REALLY JUST AS SIMPLE AS THAT. NETWORKING DETROIT, ONE BEER AT A TIME. THAT'S WHAT WE DO.

**HOPCAT, HUMA ROOM
DOWNTOWN DETROIT**

Read. Meet. Listen.
www.ITintheD.com

**Network with
IT Professionals**
See where our next event will be hosted.

Contact us at contact@ITintheD.com [f /ITintheD](https://www.facebook.com/ITintheD) [@ITintheD](https://twitter.com/ITintheD) [in IT in the D](https://www.linkedin.com/company/ITintheD)

THANK YOU...

