

As originally posted in

**BW Price's Marketing U**

A blog offering "how to" marketing tips for professional service firms and the professionals in them from Barbara Walters Price

**BW Price's Marketing U**  
[www.bwprice.blogspot.com](http://www.bwprice.blogspot.com)

Permission is specifically granted to send copies of this article to others who might have an interest in its contents. Permission is also granted to quote portions of this article with proper attribution. Media quotations with source attributions are encouraged. Reporters requesting additional information or editorial comments should contact Barbara Walters Price at 901.685.2120 or 901.828.2864.

DISCLAIMER. This publication does not constitute legal or consulting advice. It is offered as an information service to interested readers. The opinions expressed in this article are solely those of the author and not those of my employer.

© Barbara Walters Price 2005

**Contact Information:**

Barbara Walters Price  
[bwprice@bwprice.com](mailto:bwprice@bwprice.com)  
901.685.2120  
901.828.2864

# I Hate Networking!

## *If You Do Too, This Advice is for You*

*By Barbara Walters Price*

I have to admit something to you. I hate ... no, hate is too mild a word. I abhor, loathe, despise, and detest networking.

There, I've said it. Now I feel better.

I'm not alone in this feeling, so who cares, right? As a marketing and business development professional, it is a big deal because a stereotypical me would be out schmoozing almost every evening taking time away from my family. A cardboard me would be focusing only on getting to know those people who could give me and my firm business. The mystical formula of invocation would go something like: "To heck with the rest of humanity, I'm on a mission to sell, sell, sell ... so if you are not a prospect, you are dead to me."

Okay, this is a little extreme but when I read books or articles on networking, they strike me as just this shallow, callous, and shortsighted.

So, I'm writing to and for all the people out there like me who hate what is seen as traditional networking. However, you know that widening your circle is vital to your and your firm's success. What do you do?

The answer is simple: Stop it! Stop networking!!

Instead, remember a very simple rule: **It is not about you!**

That's right. It is not about you. Never enter any situation asking "what's in it for me?" That is a losing proposition. No one will want you around if all you are there for is your own self-interest. Talk about boring and egotistical!

Instead, look for groups or associations that dovetail with your interests and passions and where you can be of service. Then, go ready to serve and serve humbly.

That's the golden secret to effective "networking," if you want to call it that. I prefer the term effective "servanthood." Your efforts will benefit the organization and you, in turn, will become known as a person of character. Your circle of contacts will expand exponentially and you will not only make contacts, but, more importantly, you will make life-long friends. And you will be making a difference in the lives of others by serving the greater good.

**Stop networking and start serving - it's just that simple.**