



The Power of Networking May 2025

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I don't particularly like to network – I'm uncomfortable approaching strangers who may or may not be interested in talking with me. I know I'm not alone in this; that's why there are countless books and articles written about how to network. *This is not one of them.*

Instead, I'm here to tell you that based on my experience, networking efforts can yield results long after you thought they were a waste of your time. **Here's proof:**

I was recently contacted out of the blue by two different individuals whom I met **over 15 years ago**.

- Person #1: We once had lunch many years ago, but I have never done any work for her and have not been in regular contact since then.
- Person #2: I had done a small due diligence project for him in 2013. Yet last month he referred me to the president of another company.

Did these individuals still have my business card? Maybe.

Do they read RINK *ink*? Perhaps.

But despite the fact that there are many other market research firms out there, when the need for research arose, my name was the one they remembered. Why?

Part of it, I believe, is that we met *face-to-face* first. There is nothing like that personal connection to stick in your memory.

I also am a big believer in hard copy business cards. Even in this digital age, people tend to stash them away instead of trashing them, because *you never know...*

(Hint: I strongly recommend that the back of the card be matte, not glossy, so you can write notes on it.)

So the moral of this article is this: For some of us, networking may not be easy, but my experience is proof that in-person efforts made however long ago, can still pay off when you least expect it.

I would be happy to discuss your research needs. Contact me at lrink@LindaRink.com.