

# HOW TO Network YOUR Net Worth

When you run your own salon, a critical part of promoting your business and expertise is attending networking events, says **Kara Ronin**.

**F**or some, networking is a natural extension of their day at the salon. For others, it conjures up uncertainty and sometimes stress. When should they arrive? What should they wear? How can they stand out in a crowd full of well-groomed beauty professionals?

Networking with impact and results can be achieved by anybody if they approach the networking event with the right mindset. Networking events are first and foremost professional functions. They are not about catching up with friends, and they are not about collecting as many business cards as you can.

Successful networking requires goal-setting, knowing how to make an entrance, engaging in meaningful conversations, and sending that often neglected follow-up email.

To help you network with impact and results throughout 2014, I want to share with you the following five tips:

### *1. Arrive early*

When you arrive early at networking events, you give yourself a significant advantage - you can see who enters the room and you can be the first to speak with them. Arriving early means arriving at the designated start time or within 15 minutes of that. In my experience, if you arrive late to a networking event, groups have already been formed and the people whom you want to meet are already engaged in conversation. Breaking into a conversation is much more difficult than starting a fresh conversation with somebody who has just entered the room.