Networking 101

“Do’s and Don’ts” & Tips from Al

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If Freud were alive today....

I am SIGMUND FREUD, the FATHER of Psychoanalysis!

Very impressive, but do you take OXFORD?!?

So much for knowledge and experience!
Go Out to Lunch!

Offer to pay, but... assess the situation!
(IS THE OTHER PERSON COMFORTABLE WITH YOU TREATING THEM?)
Hand Shakes

Right:

Wrong:
Appearance and personal habits: *Look your best!*

Right:

Wrong:
Make a good impression, look **confident**!

Right:

Wrong:
Elevator Pitch

- Be prepared – know what you’re going to say
- “Less is more” - be very concise and focused
- Sound *interesting*, but not like a “sales pitch”
- **You got 30 seconds!!!** (OK maybe 60, *tops!* )
Be a Good Listener… Don’t just talk!
Ask questions about them too!

Right:

Wrong:
Striking the Balance

“there’s you… and then there’s me”

Talk and listen proportionately

No narcissism!
No “apologizing for being alive”!
EGOS: Be proud and talk well about yourself and your work, but...

Sound enthusiastic about the work you do ..... but don’t brag about yourself!

Right: “I love doing EMDR, it is such fascinating work!”
Wrong: I am an amazing EMDR therapist, I AM SO FASCINATING!
Group Therapy

- Tell people about your group and how great it is!
- Describe it and BE PROUD of your group!
- Talk about the benefits it has had to its members
- Do not say “I have 2 slots open Thursday nights at 6:00 p.m., 1 slot open on Tuesdays at 4:00 p.m., blah blah blah”
Business Cards and Brochures
(Always have plenty on hand “just in case”...
Keep some extras in your wallet, purse, car, etc.)

Hand out your cards, but just a few...

Ask for the other person’s card
and **LOOK AT IT!!!**
Do something different!
B.I.W.A.T. ... “bump it with a trumpet”!
(from the show Gypsy- Gotta Have a Gimmick scene)

- Specialization
- Expertise
- Geographic Location
- Availability – special days/hours
- Insurance panels
Call, Write, E-mail…
but be sure to follow up!!!
Get online!

- Get a Website!
- Build a Blog!
- Join a Listserv!
  
  (use that listserv to get known, but don’t over do it!)

Make your computer your friend!
Let’s review!

- “Look nice”! Best foot forward!
- Be friendly and positive, “no Eeyores”!
- Take ‘em out to lunch and offer to pay!
- Talk and listen – find the balance!
- Good handshake!
- Have your elevator pitch ready to go!
- Be confident, but not arrogant!
- No narcissism! No apologies!
- No bragging, but be excited about your work!
- Have business cards/brochures!
- Give cards and ask for theirs... and read it!
- Do something different! (“b.i.w.a.t.”)
- Get a website! (and put the address on your card!)
- Join a listserv and use it appropriately!

GOOD LUCK!