

The Art of Invisible Networking

Yes, you read that right. I just said invisible and networking in the same sentence. How could that be?

I love to ask about the concept of visibility when talking at events. When the audience is posed with the question of “what is visibility”, naturally, many answer that it’s “being seen” and yes, in a sense it is.. However, visibility is about much more than that.

Merriam-Webster defines visibility as “the capability of being readily noticed”...

Let’s re-read that. It is “the -capability- of being readily noticed.”

Understanding this and applying it was instrumental in me being able to quadruple the size of our previous business through online and offline networking. Why? Because I was **intentional** in making sure that I was **in as many places as I could be** both online and offline so that **when a prospect was ready to “see” me, I was there.**

In fact, it got to a point where people used to say to me “Taryn, I have a referral for you but I knew I would run into you during the week and wanted to give it to you in person.” They *knew* they would see me and counted on it, why? Because I was intentionally visible.

It is often discussed that consumers buy on their timetable and not on ours... The same applies to business networking and referrals. The trick to capitalize on this is to be everywhere you can so that you are always top of mind so that when the opportunity arises for you to capitalize on a moment, that you are there, ready to be noticed.

That being said, just because you are out networking does not mean that you are capable of being readily noticed. Imagine people who are on Twitter but only update once every few days. Do you think they are demonstrating that they have the capability of being readily noticed?

Do you know that person who goes to a networking event once in a while yet wonders why they can’t get business referrals? Or why it is that they are not often remembered? What about that person who is on Twitter or Facebook and feels that they are pointless and they cannot grow their businesses that way? Consider their posting habits or their event outreach...

Are YOU struggling with some of these concerns? It might be time to look at your own online and offline strategy and ask yourself the question “am I truly visible? Am I *easily noticable*? Am I accessible and memorable?”

If the answers are no, then you too might be inadvertently practicing the art of invisible networking...

Now that you know that, what are you going to do about it?