

# Networking Strategies

## Building relationships that bring real business

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Networking is not about collecting contacts. It's about building genuine relationships. For women entrepreneurs in India, community is often the most powerful business tool available.

### Offline Networking — Start Close to Home

- Join your local Resident Welfare Association (RWA) and introduce your business
- Attend local fairs, exhibitions, and women's self-help group (SHG) meetings
- Partner with nearby complementary businesses (e.g., a baker teaming up with a gift shop)
- Hand out simple visiting cards with your name, business, phone, and Instagram handle
- Offer a free sample or trial to 5 neighbours — word of mouth is free advertising

### Online Networking — Build Your Digital Circle

- Join HERTH's community and actively engage — comment, share, support
- Participate in local WhatsApp groups for housing societies, schools, and markets
- Connect with other women entrepreneurs on LinkedIn — even small businesses benefit
- Join Facebook groups specific to your city and business category

### Networking Do's and Don'ts

Rule	How to apply it
Do: Give before you ask	Share helpful tips, recommend others, celebrate wins
Do: Follow up	Send a WhatsApp message within 24 hours of meeting
Do: Be specific	Tell people exactly what you do and who you help
Don't: Only talk about yourself	Ask questions, show genuine interest in others
Don't: Disappear after one meeting	Consistency builds trust — stay in touch regularly