

10. Leadership?

Be careful about taking on a leadership role in a networking group. Disclaimer here: I am the president of a private networking group and it's a good gig for me because I'm not required to sacrifice my business for the sake of the group. But, many groups require their leaders to work for the organization and not their own businesses. The sale is you'll receive more notice as a leader. The truth is you lose your focus and start building the group's business instead of your own. You can become known as a leader by networking with others instead of promoting the business of the group.