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thought we would be able to exchange some great referrals.

Turns out that was exactly the case – but the meeting also reminded me that the person you meet or network with isn't necessarily the person who can most help you; it's who he or she knows, and even friends of these second-tier referrals who might help the most.

It's known as "viral networking" and is very effective. Instead of seeking help from the individual you are meeting with at the time, ask the person for other referrals in his or her network. Remember the old adage – it's not what you know, it's "who" you know!

What are some of your most effective networking stories?

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