

networking magic

**robyn
henderson**

featuring

**366 Hot
Networking Tips**

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Robyn Henderson
Networking Magic
366 Hot Networking tips

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Dedication

This book is dedicated to all the ethical networkers throughout the world who are the light for those who live in the darkness.

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About the author

Global networking specialist Robyn Henderson has spoken in 11 countries, presents over 150 times each year and has never advertised. All her work comes from networking, referrals and her website - www.networkingtowin.com.au.

Robyn has authored and contributed to 15 books, plus a variety of DVD, CD and audio programs.

These book titles include:

- How to Master Networking
- Network or Perish
- Networking Magic
- Be Seen, Get Known, Move Ahead
- What My Favourite Teacher Taught Me Vol 1, 2, 3
- Masters of Networking
- Dare to Dream
- Believe in Your Dreams
- Lessons in Leadership
- The Obvious Expert
- Are you the VIP in your Life?

Introduction

Networking Magic is filled with months of entrepreneurial ideas and suggestions to build your business, personal and social networks.

Great networkers identify the things that work for them and do them consistently. Not-so great networkers tend to be a little hit and miss with their systems. Their business may be facing a quiet patch, so they start to network - attending functions, sending press releases, etc..... As a result they become busier and busier. So busy in fact that they let the networking go so they can get on top of all the work they have created. Pretty soon they have caught up and once again they are facing an empty IN tray - and another slump. *Networking Magic* will show you how easy it is to plan consistent networking for the year, not just a couple of months. There will be no peaks and troughs with the workload, the work will be spread consistently over the 12 month period.

Networking is a life skill, not just something we do when we want something.

Great networkers:

- give without expectation
- do things for others - not to get something back
- have an abundance mentality and with this alone, anything is possible
- believe in making the pie bigger for everyone. They cross-network with competitors and regularly give away referrals
- know that having a poverty mentality, where people come from fear - fear of sharing ideas of giving information away freely - is a negative way to live
- believe in the universal law of reciprocity - they know that what you give out comes back tenfold

NETWORKING MAGIC

We suggest when you read *Networking Magic* that you use a highlight pen to mark key points that you can action now. Ideally you will read the book through from cover to cover to trigger lots of networking ideas. Then at the start of each month, you can re-read the tips for the coming month and act on them. Feel free to use a November tip in February!

As we are becoming a global marketplace, our international networks expand. *Networking Magic* (366 hot networking tips on building your business, personal and social networks) will take you on a monthly networking program.

Remember great networkers work at their networks for a minimum of fifteen minutes per day.


Whether it's a phone call, fax, email, thank you card, small gift or a 'good morning' greeting to a stranger, a kind word to a fellow worker or neighbour, it's all part of networking.



TIP:

GREAT NETWORKERS ALWAYS TREAT
PEOPLE THE WAY THEY WOULD LIKE TO
BE TREATED

JANUARY



**PLAN YOUR
NETWORKING
YEAR**

- If you attended a New Year's Eve party and met some interesting people (see hint December 31) you may like to:
 - Send a thank you card to the host
 - Send a 'Great to meet you at Sue's New Year party, good luck with your New Year's resolution to exercise 4 times per week' resolution note or email.
- If you traditionally send Christmas cards and ran out of time to complete your list, you may like to send a Happy New Year greeting or if you are Australian – a Happy Australia Day update.
- If you haven't already made a list of the people who sent you Xmas cards, this can be the basis of your next year's list. The time you take to do this now will save you many hours closer to next Christmas.
- For many industries and professions, the Christmas/New Year period is a quiet time. Take advantage of this time to really bring your databases (manual or electronic) up to date. Discard any business cards if you cannot remember the person or where you met them. In future when you exchange cards record the date you met them, and ideally something you remember about them and where possible an interest they have (e.g. golf, renovating, travel, movies etc.).

NETWORKING MAGIC

- Keep a one page monthly networking tracker -
 - what I plan to do for the month
 - key people I have met
 - \$\$ value of business I have generated from networking
 - what I plan to do next month

This one page monthly networking report is a welcome addition to your performance appraisal and a constant reminder of how effective your networking has been.

- Dare to make changes in your life. Look at what is no longer working for you in your career or personal life. Identify 5 things you can do in the next month to start the change process. Complete one thing today. Start now.
- Enrol in a course - be it leisure, hobby or study. Not only will you expand your network, you will also learn something.
- Identify 5 optimists in your business network. Make contact with these people and ask them what the key to their positivity is. Share their answers with your network.
- Consider the way you speak about your job or business in front of others. If there is no positivity, passion & pride, maybe it's time for a change.

SELF NETWORKING TRACKER

Name: _____

Month: _____

How I plan to network for the month of _____

1. _____

2. _____

3. _____

How I networked for the month of _____

Key people I met: _____

1. _____

2. _____

3. _____

\$\$ value of business this month I can track from past
networking \$ _____

How I plan to network for next month _____

1. _____

2. _____

3. _____



TIP:

You may find that your networking plans at the start of the month and the networking that you ultimately complete are two very different things.

Make sure that you continue to do the things that are getting results for you.

- Did you take any photos over the holiday break? Photographs are a great way of keeping in touch with your networks. When you are having photos developed after an event, order '2 for 1' prints (2 copies of the one print) - you will save time and \$\$\$. Attach a note to the second photo and send it to the subject 'Thought you may like a souvenir of _____'. Alternatively, send a digital version by email - better still have a print made of the digital version and send a hard copy.
- If you take photos of your client at a special event, have the photo enlarged and tastefully framed. When you give a person a photo, they often put it in a drawer. When you give a framed photo it is generally displayed immediately.
- 'Thank you' are two very powerful words that are always appreciated. Develop the habit of sending one 'thank you' card every day to someone in your network who has given you information, assistance or some of their precious time.

JANUARY – PLAN YOUR NETWORKING YEAR

- Decide to become more friendly. If you introduce yourself to one stranger every day and have a 60 second 'chat' with them, within a year you have met 365 new people. Is it unrealistic to expect 10% or more of these people may be prospective clients or contacts?
- Where appropriate, scan photos of your clients into your client profiles. With a manual system a photo or newspaper clipping is fine. Prior to their arrival at your office, let the receptionist who will be greeting them see the photo, so they will know who to expect. *'Good morning Mr Henderson'* is much friendlier than, *'Can I help you?'* on their arrival.
- If you are planning a number of client functions this year, think about the benefits of briefing your staff prior to the event. Using the scanned photos from the above point, they can at least know what the clients look like and ideally you can fill them in on background interests etc... A wise person said a long time ago - *No one cares how much you know, until they know how much you care.* There is nothing more damaging for your company than a newer staff member greeting a major client - *'What's your name?'*
- Make a point when we meet strangers and develop trust and rapport with them, to ask the question, 'how do you like to be contacted'- email, fax, voicemail or post?' Make a note on their card or your data base. Different strokes for different folks. Many people are in email overload!
- Plan the time frame for your newsletters, special offers, whatever method of 'keeping in touch' you have decided upon. Whether it be weekly or 30, 60 or 90 day contact for your database, stick to it. If you think it may become unmanageable, call in an expert on newsletters/ marketing and delegate the 'doing' to them. In the long run it will save you money.

NETWORKING MAGIC

- Ask yourself, what am I doing that could be done more efficiently? Do you need to call on an expert to show you what you are **not** doing? Great networkers admit they are not great at everything. You are far better to pay for a couple of hours of an expert's time than muddle through yourself.
- Make an appointment with yourself to plan your year:
 - What specific clients would you like to attract this year?
 - How much regular time off would you like this year (block it out of your diary now, **before** it fills up)?
 - How regularly will you have time with your partner, children, friends?
 - What is an achievable health and exercise goal for you?
 - How can you achieve more balance this year than you achieved last year?
- Great networkers say 'no' nicely. They realise that unless they have some time for themselves, to recharge, renew and grow, they are not honouring themselves.
- Why not decide on one thing that you want to learn more about this year? Enrol in a course, buy a book, seek out others who know more about it than you. It's very refreshing (as an expert) to put yourself in the student role.
- Plan for regular guilt free leisure. It will relax, re-energise and revitalise you as well as giving your mind a rest. We often come up with great ideas on holidays, purely because we have rid our minds of all the 'clutter'. During these 'time-outs' take along a small note book that you will call your **BRILLIANT IDEAS BOOK**. When you have a brilliant idea, write it down and date it. You will be surprised how many of these great ideas you use.



Say NO nicely



Keep a brilliant ideas book

JANUARY – PLAN YOUR NETWORKING YEAR

- Consult an image consultant for a makeover. Be clear at the start what your budget is. You may start with colour flattering accessories & expand your wardrobe as funds become available. It's surprising the difference flattering colours will make to your appearance.
- Ask for feedback on your voice from a trusted friend. A high pitched squeaky voice can affect your credibility. A few visits to a voice coach or speech therapist could be a great investment in your career.
- Are you making it easy for people to buy from you? Are your brochures, terms of trading, price breakdowns too complicated? Less is more. Another wise person taught the KISS principle - Keep it Simple Stupid.
- Write things down - whether it's in an electronic diary, PDA, Blueberry, computer file or manual notebook – wherever there is no risk that you will forget. We have so much on our minds today, we need memory joggers. Use a highlight pen or 'delete' key, when the task is completed. Daily action plans are a must for great time management.
- If you have an unusual name or unusual spelling of a popular name - have a name tag made and wear it. You will save yourself lots of stress and give people an instant talking point.
- Identify 4 people in your business environment that you could cross-network with. Four different service providers (e.g. health area: naturopath, reflexologist, aromatherapist and personal trainer) could combine databases and split distribution costs for a joint newsletter. Each provider may supply 250 names and list all 4 service providers' contact details. Remember good networkers believe in abundance - make the pie bigger for all, rather than fearing competitors.

NETWORKING MAGIC

- Clear the clutter in your life. Allocate a weekend to clean out your wardrobe. Box up clothes you have not worn for 18 months and 'gift' them to a local community group. Repeat this exercise in your library – recycle and downsize.
- Believe it or not, many people still exist without a diary. If you intend to be a great networker you will need a diary - buy one today.
- Action your 'follow up January - next year' file. Refer October tips - how to generate endless referrals.
- In this global marketplace, we are often dealing with many nationalities. Some do not celebrate Christmas and may be offended by receiving a Christmas card. To make matters worse, you may not even know you have offended them.
- Look at your business and personal networks and identify the various nationalities represented. You may like to consider acknowledging when appropriate:
 - Chinese New Year
 - Australia Day
 - St Patricks Day
 - Easter
 - Greek Easter
 - Muslim New Year (Muharram)
 - Jewish New Year (Rosh Hashanah)
 - Thanksgiving

A good diary will give you relevant dates for the year. Make a note in your diary a week prior to the special day to take action.



Question for the month

How successful is your communication system? Does your equipment need updating? It is false economy to 'make-do' with faulty or superseded phones, faxes, mobiles or computers. If you are too hard to contact, busy people may lose interest and turn to your competitor.

FEBRUARY

**START
MAKING IT
HAPPEN**

- Successful networks continually think abundantly. They believe there is plenty for everyone - plenty of business and unlimited opportunities. This belief system makes them a successful networker. Are limiting beliefs affecting positive outcomes in your life?
- Take a good look at your business card, is it really working for you? Make your business card stand out from your competitors with the use of colour and type. Use both sides of the card to describe your business, who you are and what you specialise in. Include international area codes and country (where appropriate) - it's a global marketplace. Would a colour business card or photo on your card be appropriate?
- St Valentines Day falls on February 14 and is traditionally a time for lovers to celebrate. Many of the commercial greeting card manufacturers have broadened their greeting to 'friends'. Your family and close friends may appreciate your thoughtfulness in a St Valentines Day card. Make sure it arrives on time.
- Give away one referral a day to someone in your network. With the universal law of reciprocity - what you give out is what you get back. Start giving referrals away to current and prospective clients. Aim for referrals not leads.



***Golden Rule for networking:
Give one referral away every day***

NETWORKING MAGIC

- The difference between a lead and a referral is critical. A lead is information about someone who may need your services. A referral is an actual introduction to the key decision maker.
- Update your client database with their preference for receiving information. Do they prefer and respond fastest to email, voice-mail, faxes or post? Adapt your messages to suit **their** preference - not yours. Frequently there are delays in responses because information is received in a non-receptive form.
- Consider starting a bi-monthly or quarterly newsletter or ezines. Bi-monthly or quarterly newsletters (either printed, electronically transmitted or faxed) are a great way of keeping in touch with current and prospective clients. Ensure the news items are not solely about 'you'. Include profiles of your staff, your clients' wins, items of general interest.
- Are you travelling at all this year? When you travel interstate or internationally, write a one page summary of do and don'ts, must see attractions, recommended restaurants, shopping centres, networking functions you may have attended during your visit and a brief description. Keep a 'travel file' and the next time one of your network is travelling to the same destination (for the first time) ask if they would like a copy. Sure they can use the internet – but your personal recommendations will be greatly appreciated.
- The greatest compliment you can pay someone is to listen to them. Listening intently to someone means listening, not just with your ears, but with your heart also. Twenty seconds of concentrated listening is far better than three minutes of distracted listening. Remember, always treat people the way you would like to be treated. Be present when you connect with people, not looking over their shoulder for someone better to talk to.



Listen: You never learn a thing while you are talking

NETWORKING MAGIC

- Start practicing your conversation skills. Closed questions are those questions where the answer is generally only 'yes' or 'no'. Closed questions may be:-
 - 'Did you?'
 - 'Would you?'
 - 'Could you?'
 - 'Can I?'

Closed questions do not open up the conversation. On the other hand, open questions really get the conversation moving and allow the other person to expand on their answers. Open questions may commence with 'Who? What? When? Where? Why? or How?'. Open questions take the pressure off you when you are meeting strangers as well as helping to build rapport.

- Great networkers are great listeners. Listening skills are important on the phone. First impressions really count. Answering the phone with a smile and a verbal handshake - your company/dept's name and your name is critical.
- Introduce a 'don't eat or smoke on the phone' rule into your organisation/home.
- Use hold on the telephone for no longer than 17 seconds without an explanation.
- Give/take accurate messages and always have them repeated back to you.
- Answer **any** phones that ring.

FEBRUARY – START MAKING IT HAPPEN

- Don't argue mentally - you may disagree with what the person is saying. Keep an open mind while they are talking or you are likely to unconsciously 'close your ears'.
- Don't jump to conclusions. Avoid making unwarranted assumptions about what the person is going to say....or mentally trying to complete their sentence for them.
- If you have an upmarket retail outlet and have a good working relationship with your local florist, why not suggest you include a \$25 gift voucher with all the flowers that are sold or delivered on Valentines Day and Mothers Day. You would then be tapping in to prospects you may never meet otherwise. What is \$25 when hopefully you will attract a client for life from the first encounter?
- Record your side of a telephone conversation (this is legal). Play it back and critique yourself. Is there room for improvement? If you sound a little flat on the telephone, you may try standing up when you answer the phone. The change in physiology would also alter your voice.
- If you place a small mirror beside your phone & a card saying 'SMILE', you may remember to smile more often on the phone. When you smile, you sound better to the listener and often feel better yourself.
- If it is not normal policy, make sure that all staff wear name tags when having personal contact with clients. This makes for a friendlier environment for your clients and also gives your staff the opportunity to hear their name more often.
- In some service situations, do you ever think you are invisible – that people are totally ignoring you and you don't know why? Be aware that you don't repeat this mistake in your business area.

NETWORKING MAGIC

- Give your clients your after hours contact number. People rarely use it, however they feel reassured when they have it.
- Personal hygiene is a touchy subject. Be a true friend to someone in your network by drawing their body odour or halitosis (bad breath) to their attention. Although it may be uncomfortable at first, they will thank you in the long run. If it was you, would you want to be told?
- When you read a self help or personal development book, highlight the most relevant parts for you. You'll make it easier to re-read & be a great help to anyone to whom you may lend the book.
- You may not be time conscious, but some people are. If you are running 5-10 minutes late, phone & advise your expected arrival time. For some people this one thing will increase their perception of you as a professional.
- Next time someone gives you a compliment for a job well done politely ask for written testimonial. Explain that you are developing a referral-based business and a testimonial would really help you. Collate these testimonials and use them with new prospects. Many buyers are risk-averse. They may need more reassurance that you are professional. The written testimonials give that assurance.
- Ask questions if you don't understand. Many people fear looking or feeling stupid when they don't understand something. They risk looking really stupid when their understanding is assumed & then they can't answer a question that is posed to them.
- Develop patience. Plan to catch yourself whenever you are being impatient in the next 7 days. Great networkers are patient. Sometimes they are rewarded overnight and other times it may take months. Trust more - Fear less, you will be rewarded.

FEBRUARY – START MAKING IT HAPPEN

- Review the last two months and list all your wins. Just in case no one else noticed any of your achievements, decide on an appropriate reward that you can give yourself. Try making it something you don't have to buy.

Some suggestions:

- a walk along the beach, parkland or reserve
- a couple of hours of quality time with your partner and/or children
- a sleep in
- a drive out of the city
- a relaxing bath - with candles and soft music

Often it is the simple things in life that cost nothing which give us unlimited pleasure.

- Often we are stuck for new ideas to 'keep in touch' with our customers. Some of you may be familiar with the book 'GET FAXED' written by Australian, Andrew Matthews. It is compilation of funny cartoon faxes with special messages, 'thank you', 'congratulations' etc.....
- Good news! Not only has Andrew revised his book 'Get Faxed', he has also produced it on CD ROM - just type in your message and fax it off.

Interested? Contact:

Andrew Matthews

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NETWORKING MAGIC

Yes Faxes maybe considered old hat but there is no delete button on your fax machine. And in our information overloaded life, faxes get a quick response, your email may be deleted or blocked anyway.



Question for the month

Do you ever ask your client, 'Is there anything we are not doing that you would like us to do'?

MARCH

**MAXIMISE
NETWORKING
OPPORTUNITIES**

- Befriend the ‘gatekeepers’ - the personal assistants and secretaries you deal with both internally and externally. Ask them who the key people in the organisation are? They can make your access to decision makers much smoother. Value them and nurture these relationships. Send a card on Secretaries’ Day (usually March or April) to all the secretaries in your network. It may be the only one they receive.
- If you cannot give a referral every day, give a testimonial - either an endorsement to others of one of your service providers or a written testimonial from you (on letterhead) to assist their business to grow.
- Everyone likes to be acknowledged for their expertise. Make a list of the 10 best networkers you know. The next time you meet them, ask the question - ‘What one tip would you give to someone aspiring to be a great networker like you?’
- Stop gossiping today! Talk people in your network up, not down. Refrain from saying anything about someone that you would not say if they were in the room. Share positive stories, not negative ones. Initially your conversation will be more limited until this new habit takes off. The results are worth it.



Make contact with clients every 60-90 days

MARCH – MAXIMISE NETWORKING OPPORTUNITIES

- Be loyal to your employer. Make your boss look good. If you are unable to do that, you may be happier working elsewhere. Look at the employment pages today. In reflection maybe your job is not so bad.
- Always have a 'free time' block in your weekly diary. We need to make space for great things to happen in our lives. If our diary/day is too full too far ahead, we may miss out on the spontaneous opportunities that networking creates.
- Look for opportunities to congratulate people on their successes. Read local papers or Internet news updates, trade and industry journals, daily newspapers. Stay informed. If you don't know the person, send a card anyway. Remember to include your business card.
- **Regularly** clean up your database. If you don't have the time to do it, employ a casual telemarketer to phone your contacts and update their details. It's surprising how many people leave or transfer within an organisation on a 6 month period. A clean database is one of your business assets.
- St Patricks Day falls on March 17 - do you have anyone from Ireland in your network? Who would welcome a phone call or note on that day?
- Who are your main competitors? How long is it since you compared products or services? In sales today you need to be as informed about your competitors' products as you are about your own. The main reason is that your customers have access to more information today than ever before.

NETWORKING MAGIC

- Define **URGENT** in your business. Let everyone in your network know exactly what URGENT means to you and find out what it means to them. In this way you will reduce stress, build more trust and openness in your relationships. When you leave an 'urgent' message on a pager, mobile or voicemail, be sure to state if it is urgent for you or them. Remember the boy who cried wolf too many times.
- Understand and recognise your own value. If you are offered a job that pays more, think carefully about your decision. Will you be paid more, work twice as hard and burn out in a shorter time? Or will you negotiate better conditions and get paid what you're worth? Or will you decide to do more than you are paid to do and give better service than you are paid to give? Doing this will result in you standing out from your fellow workers, possibly even becoming a role model for some. The way networking works - it is not who you know, but who knows you - you'll be offered more opportunities and ultimately more job satisfaction.
- Remember you can't lose anything that you've never had. This helps to put that 'lost order' in perspective.
- Are you feeling disorganised, overwhelmed and generally have a scattered energy. Take one day out of your life (preferably this week) to be organised for the rest of the year.
- Constantly ask for feedback. Ask 3 friends to write a half page about your business. Have them state as clearly as possible what they understand you do and exactly what you specialise in. You may be surprised how different the responses are.



Look for opportunities to congratulate people on their successes. Read local papers or Internet news updates, trade and industry journals and daily newspapers.

NETWORKING MAGIC

- Make sure you laugh at least once a day - preferably more. You may consider keeping a funny story/joke book and refer to it every day. Not everyone is into jokes, however seek out the members of your network who are and ask them to contribute their favourite jokes. Stress that you only want 'clean' jokes. In this way you will definitely never risk offending anyone. Why not get together every month for a 'laughter night' of joke sharing.
- Another inexpensive form of networking is starting a film group. Identify people in your network who share similar tastes and suggest a fortnightly film night. Everyone gets a turn at selecting a movie. Try to keep to a set night and then it is up to the movie nominee to email or phone the group to let them know which cinema, time of session and location for post movie debrief.
- You may appoint a record keeper who keeps note of the group's reactions to the movie (i.e. best/worst/funniest/saddest). You could then have an end of year 'awards night'. Is this networking? You bet - and it's lots of fun.
- Secretaries' Day (in Australia last Friday in March): make a note now to remember to acknowledge your own secretary.
- Identify your major goal for the next 12 months. Write it on a number of small cards. Place those cards where you will constantly be reminded of your major goal – e.g.
 - on the visor above the driver's seat of your car
 - on your fridge
 - in your wallet
 - inside the front cover of your diary

MARCH – MAXIMISE NETWORKING OPPORTUNITIES

- beside your bed
- beside your phone
- on your bathroom mirror

anywhere where you will be constantly reminded of achieving your dream.

- You may like to list 10 or more goals on an A4 sheet, laminate it, attach a small cord and hang it in the shower. You will now be able to reinforce the goals while you are having your morning shower. Your family/flatmates may like to follow your example.
- Honour your commitments. Great networkers are renowned for their commitment to projects/friendships. It is far better to say 'no' at the start than to let people down. If you find you are overcommitted, take action. Consider your priorities and step down or resign from the commitments that are not in sync with your priorities. You will gain more respect by resigning, than constantly letting others down if you stay.
- If you make a mistake (and all of us do at some stage) 'fess up'. It is okay to make mistakes as long as you admit them and learn from them. More stress and problems are created by covering up mistakes - you only have to look at many of the international scandals in the last decade for proof of that. 'I made a mistake' are powerful words.
- Apologise when necessary. 'I'm sorry, I... ' are very powerful words. Don't say it if you don't mean it. If you do mean it, be sincere.
- Many people waste time and energy on the male/female agenda. 'He said, she said, he did' etc.... The best networkers know networking is generic. They strive for co-operation, not competition. Always work for win-win outcomes, never win-lose, regardless of gender.

NETWORKING MAGIC

- Many organisations have suggestion boxes - not all of them take heed of the suggestions though. Where possible, have a monthly meeting with staff members or a representative from each area to discuss ideas on:
 - reducing overheads
 - reducing wastage
 - improving client relationships
 - introducing new products/services
 - identifying outdated products or systems
 - feedback from previous meeting.

You may even give an award for the best idea of the session. When you ask for ideas, ask with an open mind. If necessary have an outside person facilitate the session, so they don't buy in to the office politics.

- Avoid retrenching staff at all cost. Employment is the lifeblood of a town, community and country. Creating jobs and keeping people employed must be the No. 1 priority. If you want to reduce costs, speak to the workers - they know the answers – but be prepared for a few surprises with their recommendations.
- Never assume. The legal system is filled with cases where people 'assumed' incorrectly. After meetings clarify all key points in writing. Be clear in your communication and have your instructions repeated back to you. Explain to the other party that you are doing this to avoid confusion for both of you.
- In your business, at least once a month ask the question, 'Why do we do this this way?' Many things we do in our life and work are born from habit rather than effectiveness. When you don't get a reasonable answer to your 'why', look at options for improvement.

MARCH – MAXIMISE NETWORKING OPPORTUNITIES


- When you are organising a meeting, internal or external, no matter how informal, always give everyone an agenda. Also state at the outside how long you think the meeting will take (if this has not previously been advised). Be professional - always.
- At the end of the meeting, always summarise the decisions, agree on who is taking specific action and set a date for the next meeting if necessary. As the chair, post-meeting you may wish to acknowledge by fax or email each individual's involvement in the form of a 'Thank you'. If you are a participant you may choose to acknowledge the chairperson in the same manner.



Question for the month

In your business, if you know you are currently not the sole supplier for one of your clients, would you be prepared to ask a current and potentially much larger client, 'What would we have to do to get all of your business?'

APRIL



KEEPING IN TOUCH TIPS

- Always act in a professional manner. In competitive markets, professionalism wins every time. If you make a commitment, honour it. Follow up always. If you have promised to get back to a client at 4pm with information and you can't meet that deadline, call anyway. Explain your situation. Volume business is lost today by people not following up.
- Constantly expand your networks. Many people limit their networking opportunities by restricting themselves to 1 or 2 networks of friends. Take up a new sport, cultural interest, hobby. Shop and eat out at restaurants other than where you live.
- Be reliable. If you think you may need 7 days to complete a project, advise it will be 10 days. This allows you time to get it right the first time and not rush the work. When the project comes in early, you exceed the client's expectation. If you need the 10 days you are reliable. If by chance it looks like running overtime, give the client plenty of notice of late delivery. To be treated as a professional, **you** must act professionally.
- It's not who you know, but who knows you. When a member of your network thinks of your product or service, do they think of you? If not, what is your competitor doing that you are not doing to gain this recognition?

- Use a name plate on your desk at work. In large organisations it makes it easy for people to remember your name. If you are a consultant for a large organisation, name plates and name tags are a great investment in helping strangers remember you.
- Easter eggs are an inexpensive way of having fun with your clients. A regional bank gave a small Easter egg to every customer who came into their bank on Easter Thursday, plus a medium Easter egg for every customer who made a deposit. Luckily they had arranged for extra staff on that day. As word spread, they had their busiest day for the year.
- A recruitment firm was renowned for making client visits Easter week and leaving Easter eggs for the main contact as well as the secretary (who always had their calls returned). Would Easter eggs be something you could use in your business as a promotional idea? Easter cards are another great 'keep in touch' for your network.
- Do you know any students or school leavers looking for holiday work? Is it feasible to take on part time staff during the holiday season? Work experience may be an opportunity for students to learn from you and vice versa. Fresh eyes often identify tired practices in minutes. Be open to constructive criticism. If the student has worked well, always give them a written reference. Most students do not realise how important those testimonials will be for future jobs.
- Have you considered community work as a option for team building in your organisation? You may bring your team together once a month (maybe even in working hours).
 - cleaning up a pensioners property (most churches could identify prospects for you)

NETWORKING MAGIC

- mowing lawns, clearing rubbish, planting gardens
- scrubbing and painting walls, cleaning bathrooms and kitchens can serve as a real bonding experience. As an added bonus, you are helping those less fortunate than you. Always include a post clean up 'meal' to debrief and share experiences.
- If your organisation would not be receptive to a group community project, you may consider taking on community work yourself:
 - helping out in soup kitchens
 - visiting hospitals, hospices
 - non-profit charities are always looking for helpers
 - reading for the vision impaired
 - giving time to assist disabled sports or athletics.

Ask around, you may be surprised how many people in your network do community work in their free time. Again you are expanding your networks, meeting interesting people and helping others less fortunate.

- Great networkers always keep in touch with a couple of people from their previous jobs. It may only be a birthday or Christmas card, occasional phone call or dinner, however, all these people form part of their powerful network. If you have been slack at keeping in touch, you may like to identify 2-3 people at your previous 2 jobs (or depts you worked in) and make contact - obviously phone is easiest. Prepare for the call by listing a few names of others in the company you remember well and may ask about and also a couple of interesting things that have happened in your life since you left. Once you complete the call, add their names and contact details to your Christmas card list (if appropriate).



Be the light for those who live in darkness

NETWORKING MAGIC

- You may also consider community work as a team builder for your family. Some of the younger members may be less enthusiastic at the idea. It's amazing though how helping others can help to bond a group together quite quickly.
- Are you able to mesh your career and personal life successfully? Round table discussions with your family can outline the expectations of your boss and the networking aspirations you have, as well as your family's expectations. You may not come up with perfect solutions, however all parties will be more understanding of the situation. You may consider deciding on a shared goal that will be the joint reward when you have achieved your career goals. Your family can take on this goal also and give you lots of encouragement. Make sure you put a time frame and a review date on your goal.
- Organise a client focus group - ask for feedback. Some organisations go all out and plan lavish weekends, which include brainstorming feedback groups. Others choose an informal meeting (preferably off site) which may include a meal and drinks at the completion of the session. Again it may be beneficial to have a non-company person do the facilitation so they are neutral to the office politics and personalities. You may consider including some of the 'questions of the months' to ask your clients about your company (no matter how small it is).
- Visualise a stone being thrown into the water - it causes a number of ripples. Networking works in the same way - one contact can have many repercussions.
- Great networkers find they make automatic connections between common interests and people. 'You like Tai Chi? My cousin teaches Tai Chi in Bondi. Would you like her number since you are new to Sydney?'

- Attend exhibitions and trade fairs. Not only do you have an opportunity to see the latest products in the field, you will more than likely run into some of your clients and potential prospects. Remember to take lots of business cards, just in case.
- Be willing to assist others, even when there appears to be no foreseeable returns. Always give without expectations.
- Great networkers work hard at keeping in touch - that's why they are remembered. 'John is so busy in his new accounting practice and he bothered to send me a (hand written) thank you note. My last accountant only sent me bills'. Fifteen minutes a day devoted to networking is a great investment of time.
- Never break trust. If someone has told you something in confidence, make sure it stays that way. Once you break trust with someone, you may never be able to repair the damage. There will always be a doubt in their mind that you may do it again.
- Never take people for granted. Because someone helped you out last time you were in trouble, don't assume they will do it again. Keep treating people the way you would like to be treated.
- If you find someone obviously does not want to network with you, don't be discouraged.
- Look for someone else. However, if you find a number of people are rebuffing you, you may ask for feedback from a friend on your networking approach. We always learn from our mistakes.

NETWORKING MAGIC

- Cultivate a variety of people in your network - not just stereotypes of you. Look for a cross section of ages, nationalities, careers and backgrounds. This will give your network, information and ideas a broader outlook in today's global marketplace.
- Lighten Up. Networking is fun. Many people become so focussed on 'getting business' that they forget that networking is part of the journey. Having fun often helps the flow of networking. Two strangers share laughter and instantly the mood is lighter.
- Whenever birthdays come into the conversation, ask if the person shares the same star sign. No, I'm not suggesting you use the '70's '*What star are you?*' conversation starter. Rather you collect contact details of people who share the same star signs. You may then like to arrange a big dinner in your birthday month and invite all the Scorpions or Taureans along. In the early 80's a group of Cancerians ran big birthday parties with a Hat & Tie theme - everyone had to wear either a hat or a tie as part of their outfit. The theme worked as a real ice breaker with the large crowd. As we hired a hall, everyone bought a ticket to cover cost of catering, the band and of course a gift for all the Cancerians and a big birthday cake. We invited all star signs, and Cancerians were the stars on the night.
- Do you know your slow, medium and busy periods of the year? If you are in the service industry, it is worth keeping a specific diary of daily activity. Make note of any specific events that may have affected the days (i.e. heavy rainfall, record hot temperature). This will also help you to serve your customers better by supplying sufficient staff at peak times and rostering holidays at quiet times.

- Consider starting, or encouraging someone to start, a network for aunts and uncles - men and women over 35 who don't have children of their own. Many will be single and it's a great way to bring together people who have a common link on a monthly basis for dinner . Once a year you could have a big outdoor event and take along your favourite niece or nephew for junior and senior networking.
- If you are in a creative profession consider having a caricature or cartoon drawn for use on your business card and letterheads.
- It is not who you know, but who knows what you know. At a recent training session, I asked the question, 'How many of you have lived and worked overseas?' Fifteen of the 25 raised their hands. Each person then mentioned the relevant country. 75% of the group had no idea this was such an international group. If you want people to know about your experiences or interests - talk about them.
- Promotions and special projects, don't always go to the most qualified for the job - they go to the most visible. On the job, be seen, get known, move ahead.



Question for the month

*If you were starting your business afresh
what would you do differently?*

MAY



**HOT TIPS FOR
ATTENDING
NETWORKING
FUNCTIONS**

- On receipt of an invitation to a networking event, ask yourself, 'Why am I going?' If you can't come up with a good reason, don't go. You'll be leaving a place for the people who really want to be there.
- If you have received a personal invitation and are unable to attend, always send an inability - even if it is just a email response - 'Sorry I can't attend. Hope it's a great night'.
- Book and prepay for your ticket where possible - make it easy on the organisers.
- After responding positively to the invitation, decide on the **logistics** - do I have to block out time in my diary the hour before the function starts, to arrive on time? How will you travel to the event, will others you know be going, what is the dress code, will you need to bring a change of clothes to work on the day? Will it be possible to have a shower before I change clothes? For male and female networkers I would suggest you keep a 'refresher pack' at the office - it may include toothpaste, toothbrush, deodorant, after shave/perfume. The fresher you feel, the more confident you will look.



***Golden rule for networking:
Attend one networking function every week***

NETWORKING MAGIC

- Always wear clothes in which you feel comfortable. If you feel good on the inside, you will glow on the outside. Women sometimes think, they have to have a new outfit at every event. Not so - no one notices what you are wearing. What they notice is your warmth, confidence and friendliness. If you disagree, you may ask someone, what did I wear to last month's Chamber of Commerce meeting? I'd be surprised if they could tell you.
- Before you leave for the event, put yourself into a positive mindset. This may include laughter, hearing a funny joke, upbeat music, exercise (a walk around the block), a chat with a friend. It is most important that you leave any problems you have at work on the work doorstep. Remember your business cards, an extra pen and your diary.
- Where possible arrive early and leave late. If the invitation says 6pm for 6.30pm, arrive as close to 6pm as possible. Most effective networking happens before and after the function when there is less officially happening. You may not want to be the last to leave, however staying for a short while after the official proceedings are over, often results in making good contacts.
- Practice your introduction - 'My name is Regina Hayes and I am a solicitor specialising in family law'. Keep it short, sharp and to the point, but don't use it as a one minute commercial - people will switch off.
- Befriend first-timers - people who look nervous or a little lost. We've all been there before and know how it feels to be in a room full of complete strangers.
- Prepare a couple of questions in advance - questions that you would feel comfortable asking and answering. Questions prepared in advance free your mind for listening.

MAY – HOT TIPS FOR ATTENDING NETWORKING FUNCTIONS

- Trust is the glue that keeps networking together. People do business with people they know, like and trust. Building rapport with people is **the** basic step to building trust.
- The best networkers are the best listeners. Don't fear pauses. Once you ask a question and the person has finished their answer, allow a 10 to 20 second pause to allow them the opportunity to continue to speak. Some people need a little more encouragement than others to open up.
- Hot tip for female networkers - avoid wearing black or dark navy clothes. You will be noticed more in large groups if you are wearing colourful clothes or accessories.
- Ask a trusted friend or work mate to observe your behaviour at networking events. Is there anything you are not doing that may make your networking more productive?
- Golden rule when you are attending networking functions - don't sell. No one wants to be sold to. Even if you are receiving buying signals, arrange to meet as soon after the function as possible. If you do start to 'sell', you risk being interrupted by food being served, the speaker, the entertainment. There are too many variables at a networking event and you will only get one chance to make a pitch. Timing is critical to maximise a positive response.
- Use a strong handshake. Practice shaking hands with a friend and ask for feedback.
- Invest in a good looking name tag with your name and company name in 18pt-24pt. Unfortunately at many networking events, the name tags are less than perfect. Most organisers are quite happy for you to wear your own.

NETWORKING MAGIC

- Develop/practice your decision-making skills. Often at networking events someone will offer you the opportunity to attend another event. 'I'm not sure - can I call you next week,' will often fall on deaf ears and create missed opportunities for you.
- Always carry a diary or copy of your schedule. Often networking is spontaneous - like minded people meet and arrange to reconnect. Always be open to opportunities.
- If you attend a book launch consider having the book signed by the author with a message to your VIP client. Give it to them at your next meeting. It's the little acts of thoughtfulness that mean so much in the networking world.
- At networking functions, act like the host, not the guest. Introduce strangers to each other, be friendly and smile.
- If you fear speaking to strangers, start a conversation file. Clip out interesting articles from newspapers and magazines or record key points from a news release. If you find them interesting others will as well. Refer to your file before you attend a function and select 2 or 3 items that may be relevant to the group.
- If you are planning to go into business for yourself and haven't started as yet, don't think you can't attend networking functions. Most people are quite encouraging to those brave enough to go into small business today. You may actually meet your first clients there.
- Have quality conversations rather than quantity. If there are fifty people in the room, plan to speak to 4 or 5 people. Exchange business cards where possible. Make notes on the back of their card, recording what you spoke about.

MAY – HOT TIPS FOR ATTENDING NETWORKING FUNCTIONS

- Always go for quality. You are better to produce less and have better quality than produce bulk of inferior quality and be left with stock. Today the consumer too is down sizing and buying more quality items than quantity.
- In the same way when you network, the more \$\$ you pay to join a network, strictly speaking the higher quality decision makers there will be. If your budget is \$50 per week for networking functions, weigh up whether you are better to go to a dinner meeting where there will be time to network before and after **or** two breakfasts where most people arrive on time (rarely early) and usually have to rush off to work. This of course does not apply to the professional business breakfast clubs with a planned agenda (i.e. SWAP, BNI) (www.bni.com.au and www.businessswap.com.au)
- If you feel nervous when you arrive at a networking function - focus on your breathing. Deep breathing slows down not only your breathing, but your thoughts. It also gives you an opportunity to collect your thoughts and check out who is in the room, 20-30 seconds of deep breathing when you enter a room will relax you before you make your first connection.
- If you do see people that you know, by all means talk to them. However, avoid standing with them all night. You are there to meet new people as well as reconnect with friends.
- Unless it is culturally inappropriate, always make eye contact when you are speaking to someone. The more eye contact you make, the more interest you will be showing to that person.

NETWORKING MAGIC

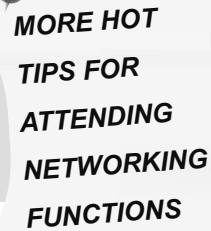
- After the event, follow up. Send a thank you to the host - card, email or fax congratulations to the organisers. Before you file the business cards you exchanged, write on the back the date and place where you met them. Also include something you remember about them - preferably a non-work related item that you discussed. If you promised to do something as a result of meeting them, do it - e.g. send a profile, name of a restaurant - whatever you discussed.
- Networking is circular - what goes around comes around.
- At the end of the event, you may be sitting there thinking, 'this has been a waste of time, I haven't got anything out of this'. Ask yourself, 'Who can I help here tonight? Surely there is someone I can speak to or give a few words of encouragement to.' Always remember, what you give out comes back ten fold.



Question for the month

Are you currently avoiding making a decision? Ask yourself what's the worst thing that could happen? Can you cope with that outcome? If you answer yes, go for it.

JUNE



**MORE HOT
TIPS FOR
ATTENDING
NETWORKING
FUNCTIONS**

- Avoid monopolising any one person's time - even if they are your ideal prospect. They may want to meet people other than you.
- Never underestimate your value or worth to a networking event. People often think they have little to contribute. At a general networking event however, if you have been working or studying in a certain area for 2 or more years, you certainly know more about it than most people in the room. Never let yourself be intimidated by other people. When you value yourself others will value you.
- Avoid spreading yourself too thin. You are better to regularly attend 1-2 networking events every fortnight than 4 in one week. If you don't have good post-event systems in place, all those business cards can become very confusing. Pace yourself.
- Wear your name tag on your left side. If you do shake a person's hand, you will not be blocking your name.
- Make sure your business cards are easily accessible. Men often carry their cards in their top coat pocket. If this is the case, when you receive a card, put the new card in another pocket (preferably your top shirt pocket) to avoid pulling out the wrong card at a later stage.



Stay informed

JUNE – MORE HOT TIPS FOR ATTENDING NETWORKING FUNCTIONS

- Often women's jackets and dresses do not have pockets in which to place your business cards. If it is a crowded event it is a good idea to carry a small business card holder in your left hand. This will look quite discreet and will enable you easy access, rather than going to your handbag or briefcase.
- No matter how insecure or out of place you may be feeling at a networking event, never lie or exaggerate about who you know or what you do. It's a very small world these days and you may be found out sooner than you think.
- Be yourself. Act naturally. Be real. Lots of people are nervous at these events - so you are not the only person in the room feeling a bit uncomfortable.
- When you are speaking to people who work outside of your industry or profession, avoid using industry jargon and acronyms. It can become very confusing.
- Avoid gossiping. If you can't say something positive about someone, don't say anything.
- If you know you may be arriving late at the event, ring the organiser prior to the event and make mention of this, particularly if it is a sit down event. Not only is this polite, it also ensures that a meal will be held for you.
- If you are confused about the dress code, ring the organisers to double check. It is far better to be overdressed than underdressed.

NETWORKING MAGIC

- Don't monopolise the conversation. Once you get the conversation started, listen rather than talk. Remember good networkers are good listeners.
- Look for ways to distinguish yourself from others. There may be 5 financial advisers in the room, however you are the only one who specialises in recommending investing in companies with an environmental focus. Don't be afraid to be different.
- If you happen to have a negative networking experience remind yourself of all the good experiences you have had. Over time the positives will far outweigh the negatives.
- Don't overindulge with alcohol. There is nothing worse than slurring your words and thinking you are okay. More and more people are choosing not to drink these days and there will always be at least one non-drinker in every crowd who will remind you how stupid you looked. Worse still there may be a photographer – and there will be definitely be someone with a camera/mobile.
- In case our male readers don't know - the 'ladies room' is a place where networking can happen. Just ask any of your female friends. For some reason women are generally very friendly and often strike up instant conversations while fixing their hair, make-up, etc.
- If it is a less formal function where you know the host quite well and there is no official serving staff, offer to take the plates of food around. It's a great way to meet people. 'Hi, I'm Jane. Sue says the seafood dip is her best yet. Would you like some?' Later on you will have no problem at all reconnecting with those people.

JUNE – MORE HOT TIPS FOR ATTENDING NETWORKING FUNCTIONS

- If the food is being served buffet-style, make the most of the time you are in the line queuing. Chat to the people on either side of you.
- Forgetting names is common and the more nervous you are, the greater the chance of forgetting. If you do forget, you may say, 'Your name is on the tip of my tongue.....' or 'I know your name starts with J.....'
- If you are recounting a story, shorten it where possible. No matter how interesting you may find it, consider others. If it is too lengthy, you risk someone joining the group and you will be interrupted anyway with introductions. Less is more.
- Avoid 'talking shop' with your workmates. Although work is what you have in common, there is another side of life to your workmate. Why not try to find it through simple questioning, 'Joe, how do you spend your weekends?'
- Avoid making fun of others - if the joke is on anyone, always make it on you.
- Most events these days are non-smoking. Always respect that. However, as a smoker when you go outside for a smoke, remember your business cards. No doubt you will meet some like minded people and of course you have a common link.
- Most important point of all **HAVE FUN!!** When you're new to networking, it may seem pretty scary. You will look back on some of your worst networking experience in time and laugh. So why not enjoy the journey.
- Be courageous when you are networking. Often others are feeling as nervous as you - you are just too busy talking to yourself to notice their nerves. Introduce yourself to a stranger.



Befriend first timers

JUNE – MORE HOT TIPS FOR ATTENDING NETWORKING FUNCTIONS

- If you receive an invitation to attend an event (where you will be buying a ticket) and you are unable to attend, pass the invitation on to someone else who may gain from attending. If you are unable to attend a function where you are invited as a non-paying guest, consider ringing the organiser and ask if they would like someone else from your network to attend in your place.
- Many people miss out on attending great events because they don't hear about them. If this has happened to you, ask your network to keep you informed of anything that would be of value to you - before the event is scheduled.
- If you ever attend a function where you do not feel comfortable because of illegal activities (i.e. drug taking, gambling etc.) just leave. No explanations are needed.
- If all else fails, fake it until you make it - lots of people do.



Question for the month

How long is it since you had a day off that was totally devoted to you? Why not plan a 'me day' for next month - for that matter every month.

NETWORKING MAGIC

JULY



**REVIEW
MONTH**

- Review your 'keep in touch' system from January. Sometimes it is false economy to do it yourself. You become so busy that it does not get done. If this has happened, call in an expert or database person to get your system up to date.
- Set aside time to review: How many clients have we 'lost' in the last 12 months? Are they salvageable - if so, what action can I take now! If they are not salvageable, what lesson did we learn?
- Review my specific client targets from January. Am I any closer? If not, why not? What can I do to make contact with one of those clients today?
- How is the balance in my life? Am I more balanced/less balanced than I was in January of this year?
- If your life is 'out of wack', look at your network or role models. Make contact with one of the people you know who do appear to have it together and ask them to recommend three things that they would do if they were you. Word of caution - if you are not serious about making a change, don't make the call and don't waste their time.
- Are we giving our clients an opportunity to give us positive and negative feedback? How can we keep improving if we don't ask for feedback?

NETWORKING MAGIC

- How do this year's figures to date compare with last years? Are there any drastic movements (high or low) and what is the reason for that?
- Are you giving your staff opportunities and encouraging them to suggest improvements to your business?
- Do you have to review your staffing levels - is it false economy overworking staff, rather than increasing staff numbers?
- How well do you communicate with your staff about the business results? They contribute to those results and also to future improved results.
- If you were to take 6 months off (through choice) would your business survive without you? If this thought seems an impossibility, take the time to read 'THE E MYTH' by Michael Gerber.
- How long since you reviewed your staff's wages? Again with improved communication you may find they are keener to receive improved benefits rather than increased income?
- How are you giving your regular clients recognition? 80% of the population don't get recognition on the job. In business today, the 'best product/service provider' is not necessarily No. 1 in their field. The service providers who maintain their market share are those who give regular recognition to their clients and always act in a professional manner.
- Have you ever listed the weakest points in your business? Once identified, what can you do today to add strength to these areas?

- Who are your main competitors? How well do you know their products and what can you learn from your competition?
- How are you acknowledging your business wins and successes? No matter how small the win, you need to have systems in place to record those wins.
- Are you charging enough for your product or service? Have your overheads increased? Would increasing your fee by 5-10% enable you to add more value to your current client base?
- Could you prepare your clients now for a fee increase from January 1, next year?
- Do you need to reduce/increase your product range? Are you supplying one item only to a client in small regular amounts? Is it viable to offer a one-off discontinued item price to clear your entire stock?
- Is your cash flow tied up in slow stock? Can you 'job lot' this stock again at a one off price? Can you donate it to charity and negotiate a possible tax deduction?
- Finally, is it time to review why you are in business? Is this business really what you want to be doing for the next 5 or 15 years? If not, is it worth calling in a business broker to discuss your options?
- If your business is your passion, do you think you have reached your full potential? Remember faith not fear.

NETWORKING MAGIC

- As an employee, do you believe in the company you work for and the product/service you provide? If the answer is no, start looking for another job today. Value the experience you have gained from working here and set a date when you plan to be in a new job.
- How many hours per week am I spending on delegatable chores? Is it viable to employ/contract someone to do the washing, ironing, cleaning, lawn mowing? Is it false economy to do these things myself and end up with no free time for me?
- List one thing in your life that you would love to have happen before you die? What are you prepared to do or to do without to make it happen? What action can you take today?
- Is it possible to combine your interests with your networking? One very successful Australian real estate agent generates the bulk of his listings and buyers from the two gyms he attends.
- Has networking in the last six months brought you closer to your goals? Is it time to review those goals? What may have seemed important six months ago may now be obsolete or your priorities may have changed.
- Have you found time to become involved in community work this year? Has this work given you a far greater sense of fulfilment than your normal day job?
- Do you need to take a full day off work and devote it to planning for the next six months?
- List all the things that networking has helped you achieve this year.
- Calculate how much business in dollar terms networking has brought you this year?



Question for the month

How successful would your business be if all of your customers were advocates? Customers buy once, clients buy two or more times and advocates do your selling for you.

NETWORKING MAGIC

AUGUST



**SELF
PROMOTION
MONTH**

- If you participate in performance appraisals in your organisation, start an appraisal 'file'. In this file place the thank yous/testimonials from satisfied clients, an ongoing list of networking functions you have attended, key people you have met at these events and \$ value you can track from your networking efforts. Also include a list of any internal and external courses you have attended, list of books you have read and any community-based work you may have been involved in. It is your responsibility to package yourself for future career prospects.
- Keep up to date on local, national or community-based awards. Nominate your clients, yourself or your staff when it is appropriate. Promoting the recognition of others can be extremely satisfying for both you and the nominee.
- In large organisations, get to know as many people below you as above you - they all form a critical part of the organisation.
- When you make a client visit introduce yourself to one more person in the organisation. Your key contact may leave, be retrenched, be promoted, change cities. If you have not extended your network beyond one person, you may lose the business. Often your one contact is replaced by someone who deals with your competitor.



Ask for feedback regularly?

AUGUST – SELF PROMOTION MONTH

- In many organisations there is a 'queen bee' - a female (not necessarily the leader) who has great influence within. Identify and befriend the queen bees. Don't expect this to happen overnight.
- In today's competitive marketplace the people who often get the promotions or special projects are not necessarily the most qualified - they are always the most visible. What can you do to increase your visibility without being pushy?
- Where possible, attend at least one global conference for your industry or profession - the contacts you make will be invaluable. Combine it with a holiday and you have a great tax deduction. Be warned - keep accurate records and always ask for receipts.
- Feedback is invaluable. Prepare a draft of promotional material and ask trusted associates for feedback. Don't be offended by criticism - without it we never grow.
- When phoning a stranger who has been given to you as a possible contact, always state at the start of the conversation how you came to receive their contact details and mention your mutual link. Double check if this is a convenient time. Be brief and to the point.
- If you are running a home-based business make sure you have a dedicated business phone line. Professionalism is critical.
- Make it easy for people to contact you - use an effective communication system. Utilise voicemail, mobiles, answering services, emails, faxes, whatever suits your business.

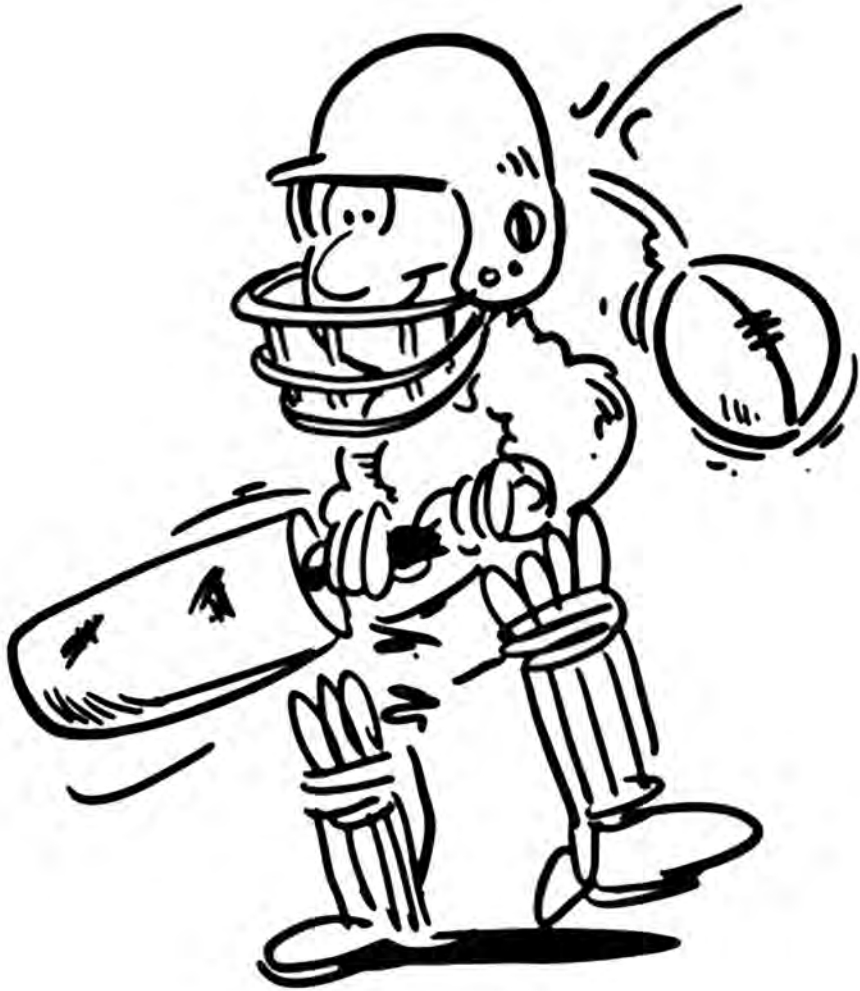
NETWORKING MAGIC

- Position yourself as the expert in what you do by learning as much as possible about your products as well as your competitors. Use the internet to research international competitors. Never think you have learned everything.
- Strive for excellence in communication skills - listening, speaking and writing. If you fear public speaking, consider attending Toastmasters International to learn how to improve your presentation skills. Look in the phone book for your nearest branch.
- If you are expecting your database to grow to a sizeable number, you may consider from the start, numbering the database. When this number appears on returned mail, it is then a simple procedure to remove the number and contact details from your database.
- Is it company policy to give all staff business cards? The average 20 year old has a network of somewhere between 600-1000 people (via school, family, social interests, work, etc.) Giving junior employees business cards and encouraging them to use them often taps into networks you may never normally meet.
- Ask people in your network what database tracking system they use. Every month new contact management systems are released. *Act* and *Tracker* are two examples of efficient contact management systems.
- Start a 'to be entered' file where you place all the business cards of people you have recently met. You will have also made a note of where and when you met them, plus something you remember about them. Whether you enter this yourself or employ a casual data entry person to do so, with this system, you will not risk losing any cards.

- If you are changing jobs, or the boss you have worked with for some time is moving on, ask them for a referral. You never know when you will need to put together a 'prospective job folder'. They have worked with you and no doubt will feel comfortable putting something positive in writing about you. You may be surprised at their enthusiasm. Obviously you won't ask people with whom you don't see eye to eye.
- Compile a reference list consisting of a variety of people from social, business and personal networks who you have known you for some time. Ask their permission to place their contact details on the list. Keep this list on your performance appraisal file. You never know when you will be asked to pull something together quickly.
- Bartering of services is regularly used in the networking world - you give an hour of your time in exchange for an hour of another person's time. This person generally has expertise in an area where you are lacking. Be clear at the start on the time frame, agenda and terms of barter.
- Make it a daily habit to ask at least one person, 'How can I help you today?' Sometimes people's requests are very minor and most are delighted when you can assist. If their request is too great, offer to keep it in mind for the future. Always remember what goes around comes around.
- If you are regularly making contact with people on a 60-90 day cycle, they will never feel used when you ask them for help. It is often when you ring someone out of the blue that they think, 'Joe's on the phone, I wonder what he wants this time. He only phones when he wants something'. Do you have people in your life who refer to you in this way? Why not work on breaking that habit?

NETWORKING MAGIC

- If you work from home, seek out others to catch up on a weekly or fortnightly basis. Set a time, date and a place and keep it as informal as you wish. Use the meeting to learn from others, not just whine about what is not working for you.
- In job interviews, mention your networking ability and the approximate database you have. Headhunters are always looking for people who are well connected.
- If you are looking for a new job promotion or career, have you considered relocation? Let your boss or interviewer know if you are or are not open to relocation. Be very clear on this.
- At work, dress for your next promotion. Create your own reality. Write a business card for your next career move or promotion. You only need one copy. Carry it around in your wallet. It will be a constant reminder of where you are headed.
- Do something different - stand out from your competitors. Next time you make a visit to a smaller client call ahead and ask how many people are working in the office. Pick up a jar of biscuits, donuts or cake - basically morning tea is on you.
- Don't be afraid to give things away - whether it's a voucher for an hour of your time or a gift basket. Generally the wholesale cost to you is minute in comparison to the pleasure experienced by the receiver.
- If you travel a lot with your work - keep a file of key contacts, for each city you visit. Then, when your plane is delayed, you can use the time productively by phoning them. Prepare something interesting to share with them.



Take up a hobby – learn a new sport

NETWORKING MAGIC

- Make a note of Melbourne Cup Day - first Tuesday in November. The Melbourne Cup (for non-Aussie readers) is a very special horse race. Australia virtually comes to a standstill to listen to the race. Why not run a sweep for your clients? No charge of course. Phone them on the Monday or Tuesday and let them know the prizes they can expect if their horse comes 1st, 2nd, 3rd or last. Follow up the next day with a fax or email advising the winners. Keep the prizes within a reasonable budget. It's purely the thought that counts.
- Invest in a small vertical business card folder (they usually have room for about 100 cards). Ask approximately 10 clients each month for 5 of their business cards. When they ask what you are going to do with them, explain that you want to refer business to them and the easiest way to do it is via business cards. Before you put their 5 cards in one of the plastic sleeves, write on the back, referred via (*your name*). You should be able to carry this folder with you everywhere. Visualise referring one piece of business to each client in the next 10 weeks. Whenever you give out the cards to a prospect, always say, 'Be sure and tell _____ that I told you to call'.
- Have you considered a monthly or quarterly interview style CD or newsletter for your clients? As time becomes more precious, listening to CD's while you drive is a definite bonus and good use of wasted time. CD's are a relatively low cost item to produce and are a great keep in touch tool.

- If you decide to produce a quarterly newsletter or write articles for your client base, consider waiving the copyright. Mention this in the last paragraph – e.g. ‘The copyright for this article has been waived. Feel free to share it with others. Should they require more copies contact ROBYN HENDERSON on Ph: 61 7 55 230 123.’ This has worked very well for many great networkers.
- Big tip on newsletters - don't date them - i.e. January '07. By March '07 they will be outdated. However if you put a Volume 10 or Edition 5 they tend to have a longer life.
- When writing media releases, learn from the experts Max and Ernest Hitchens, authors of '365 Marketing Ideas for the Hospitality Industry.' They recommend:
 - *using the term NEWS RELEASE rather than media release*
 - *printing it in 14 or 18 point typeface*
 - *try to do something different - use coloured paper, add a cartoon or caricature*
 - *send a clear preferable black and white photo*
- Consider email as an efficient method of keeping in touch. Do your homework on email etiquette to avoid offending anyone.
- Globally, reading groups are becoming quite popular - small groups of people who meet fortnightly or monthly to review books they have read. Many people think this is not a networking opportunity, but it can be whatever you want it to be.



Question for the month

What is my biggest time waster and what can I do about it?

SEPTEMBER



**SELF
ESTEEM
MONTH**

- Most people underestimate the power of the mind. Start taking full responsibility for your life, stop blaming others. We create our reality, and energy always follows thought. So what we think about and focus on is what happens in our life. As you imagine so it will be.....always.
- Stop putting yourself down. Stop being critical of yourself. Build yourself up. When you are positive, you attract positive people to you. If you do not believe in yourself, don't blame others for their lack of faith in you.
- Learn from the past, live in the present, welcome the future.
- Give yourself permission to be lazy - give yourself permission to do nothing **regularly**. Just be!
- The next time you are given a compliment, say 'Thank you.' You owe it to the person giving the compliment, not to minimise the gift (e.g. 'That dress really suits you.' NOT 'Oh, this old thing, it's got a rip at the hem,' but rather, 'Thank you, it's one of my favourites.'
- Stop comparing yourself to others.
- Join the local library and aim to read a book a week - not only will you be learning something, you will also add to your conversation topics.

NETWORKING MAGIC

- Remove the following words from your language **but** replace with **and** **have to** replace with **I choose to** **should** replace with **I want to**
- Always tell the truth. Honesty and trust are the cement that keeps networking together.
- Stop taking yourself so seriously. Be willing to laugh at yourself and at life.
- Make a list of all the things you like about yourself and add to it every day.
- Make a list of 10 things you enjoy the most and make an agreement to do them frequently.
- Keep a dream diary. Record the dreams you recall, with the date and how you were feeling that day. Highlight any coincidences between your dreams and your life.
- Stand your ground on the things that are important to you, even if you risk alienating others.
- Take set-backs in your stride.
- Learn from every experience, positive or negative.
- Make daily decisions based on larger priorities.
- Start a 'happy book' or a file in your PC - where you list all the sayings, poems or quotes that you enjoy. Reading your 'happy book' always has the desired effect.
- Smile more often.

SEPTEMBER – SELF ESTEEM MONTH

- The late Anne Boe (one of America's great networkers) said, 'There is no failure, only feedback.' Now doesn't that give life a totally different slant!
- If you have an ongoing weight problem keep a food consumption diary for the next 7 days. Review the diary and highlight the foods that you know are not good for your health and well being. Make a decision to eliminate one bad food from your diet this week. If you can't eliminate it totally, restrict it to only eating it one day a week.
- How long is it since you had a good laugh. Make time to hire a couple of comedy DVDs and allocate uninterrupted time to have a good laugh. Keep a pen/paper handy and make a note of any really funny lines you may like to share with your network.
- If you feel you are neglecting your partner/family due to work commitments, ask each of them for one thing that they would like you to do over the next 3 months. Negotiate if necessary, review your life priorities and where possible do it.
- If you are an avid TV watcher, with your family/flatmates agreement, decide to have one day per week without any TV. Use this time to finish reading that pile of half read books beside your bed, or catch up on many of the things around the house you have been putting off.
- Don't internalise rejection. When someone says 'no' to you they are not rejecting YOU - the person. They are rejecting the product or service or offer you are offering them.
- Some successful salespeople carry a double-sided card (about business card size). Every time they get a 'NO' they turn the card over and see 'NEXT'. When you get enough NO's you ultimately get lots of YES's.

NETWORKING MAGIC

- Networking is loving yourself enough to love and give to others.
- Keep a journal - a private book - where every day you can privately record your thoughts and emotions. You may start the journal by listing ten things that you are great at. Each day add one more thing that you do well (e.g. I am great at cooking lasagne).
- Each day list one thing that you are grateful for (e.g. I am grateful that I have a job).
- Ask 2 of your closest friends to write a 1 page letter about how they see you - you will be amazed at what they write. They already see the star that you are and maybe don't see yourself as, yet.
- How old will you be 10 years from now. What would you like to be doing. Take time to complete the next page outlining where you would like to be in the next 1-10 years. Be sure to write as if you knew you could not fail.



Question for the month

What is the most efficient use of my time at this moment?

If you could chart your own career path for the next ten years where would you like to be in.....

Write as if you knew you could not fail.

2007	2008	2009	2010	2011
2012	2013	2014	2015	2016

NETWORKING MAGIC

OCTOBER

**GENERATE
ENDLESS
REFERRALS**

- Create and maintain your database. Keep comprehensive details of all your clients (contact details, special interests, major achievements).
- Make contact with current clients and prospects every 60-90 days - fax, newsletter, magazine articles, cartoon - something that will be of interest to them. Avoid solely selling your product or services.
- Attend 1 or 2 Networking functions regularly and become known as the specialist person for each group (for recruitment real estate, banking, insurance - whatever your speciality area is).
- When you receive a referral, acknowledge the referral in writing - fax, card, email, at the time of receipt. Then get back to the person and let them know how it went
- Like a figure EIGHT

*with Robyn at the top
Bill in the middle and
Pat at the bottom*

8

So with the perfect referral Robyn refers Bill to Pat, then Pat gets back to Bill and then Pat gets back to Robyn to tell her how it went. The perfect referral replicates the figure 8.

NETWORKING MAGIC

- In today's busy world what often happens is a lot of S's. Robyn refers Bill to Pat and nothing happens. Referrals are given and they are never actioned. This is embarrassing for all parties and confusing for the referee.

S

- Alternately, Pat gets back to Bill and never lets Robyn know how it went. If you think this is an exaggeration, consider how many referrals you have given out in the last 6 months. How many people who have received the referral actually let you know how it went? Not many. If your referral source has dried up, maybe you are guilty of either not following up at all or not getting back to the referee.
- Give away a referral a day to someone in your network. With the law of reciprocity, what you give out is what you get back.
- Send a thank you card every day to someone in your network – to a person who spent time with you, gave you advice on the phone, sent you an order, cooked you dinner - whatever.
- Build a positive profile in your community - call people by name, wear a name badge, sponsor on a local basis as Anita Roddick says:

THINK GLOBALLY, ACT LOCALLY

- Work your internal network more effectively. Build relationships internally through taking the time to get to know your fellow workers. Befriend staff members working in other locations or on other floors in your building.

OCTOBER – GENERATE ENDLESS REFERRALS

- Avoid keeping tabs on what you do for others - 'Give Without Expectations'
- Be open to opportunities. 'The window of opportunity is so clear, sometimes we miss it'
- Spend money locally - contribute to your community. Sometimes you pay a little more for products - so be it. If you are expecting people to support your business, you must support theirs.
- Many people have started planning their Christmas cards and gifts earlier in the year. If you haven't, start now. If you are thinking about a practical Christmas gift with a difference, consider a small personalised Christmas cake. A local cake shop will be delighted to receive your bulk order for early December delivery. The more practical the gift is – the better.
- Would you consider offering a money bank guarantee that takes the risk out of doing business with you. If not, why not?
- Make a 'how's life' phone call to one of your lapsed clients every day. Stress that you are not selling anything, just touching base with them. You may even follow up with a 'thanks for your time on the phone' card. You are rebuilding the bridge with a lapsed client - it is almost like starting the relationship over again.
- Don't think short term. A quick dollar today jeopardises the opportunity for slow regular dollars continually.
- Always return phone calls (or delegate the calls) and respond to letters, faxes and emails. You may have to start some of them, 'Apologies for the delay in responding to your letter. The fact that it was buried in my IN tray is my fault, not yours.....'

NETWORKING MAGIC

- Start a birthday list of employees, clients and friends' birthdays. Review your list at the start of each month and write the appropriate cards. This is one of the many networking tasks that can be done while you are on 'hold' on the phone or in front of TV. Pencil the date the card needs to be posted in the right hand corner of the envelope. This can be rubbed out pre posting or a stamp placed over the top of it. How do you find out a person's birthday. Simply ask the question, 'When's your birthday?'
- Set up a key people file - manual or computer-based. Record all the regular contact details as previously stated. These key people would be the movers and shakers in your areas of interest. If you don't know all of them personally, set a target to meet one of the key players each month. Prepare an intelligent question that you will ask the key player when you meet.
- Start a 'follow up January - next year' file. Many people do in fact say, 'I'll be doing that in the New Year.' More often than not, we dismiss the contact and the person as a time waster. Let's give them the benefit of the doubt. Make contact with them in January and see what eventuates.
- Start writing personalised Christmas cards now. If you do 10 a day, 50 a week, 200 a month, you will hopefully get through 500 before the silly season starts. No more than a 10 word message - just enough to show you care. Christmas emails can be fun but are usually deleted instantly.
- At times you may wish to say 'thank you' in a special way to one of your referral sources. Some ideas include gift certificates to a day spa, a gym, movies, a book, tickets for a show, even a magazine subscription. The better you get to know the person, the more appropriate. Aim to be memorable, your choice of gift will be as you will have discovered their interests.

OCTOBER – GENERATE ENDLESS REFERRALS

- If one of your good clients is involved in a charity or fund raising event, volunteer to help out or arrange a table of your friends to attend the event. Earn the right to maintain the business.
- Networking is getting together to get ahead. Identify 3 people who you can cross network with so that all get ahead. Phone them now, set up a joint meeting and brainstorm the viability of cross networking.
- Although many of the ideas in this book require a certain amount of planning, networking is often in fact quite spontaneous. When you receive or hear information, you often associate that piece of information with a person of business that it may be of interest to. Pass the information on.
- Accept rejections gracefully. Look at what you have learned from this experience. If you had this opportunity again, what would you do differently?
- When you are given a referral, follow up as quickly as possible. If you know you cannot action it for days or weeks, advise the referee and ask if this delay is O.K. If it is urgent, pass the referral on to someone you trust who you know will follow up immediately. Ask them to give you feedback.
- Use the 'law of recency.' This implies that people remember people who they have seen most recently. Whether you send a card, magazine article or cartoon, make sure your business cards or name go across your clients' desks regularly.
- At the start of your work day ask yourself, 'What is the best use of my time right now?'



Question for the month

How long is it since you told your partner, children, close friends how much you love them. If you can't say it over the phone, why not put it in writing.

NOVEMBER



**HOT TIPS
WHEN
ATTENDING
CONFERENCES
OR SEMINARS**

- When you attend an interstate or international conference, take along some postcards from your region. On the flight home or during the down time at the end of the conference, write a brief message on the postcards, including mention of a positive incident at the conference and send one to key contacts made. If you place the postcard in an envelope, you can include your business card. This often works as a memory jogger.
- Remember your business cards. If it is a large conference you may make a note on the back of your card, 'We met at Strategic Management Conference 11/07' before you give them out. This will help the receiver to remember you.
- If you are given the opportunity (from the audience) to ask questions of a panel or a guest speaker, before asking the question, briefly state your name and the organisation you are representing. Not only will this assist the speaker, it is also an opportunity for you to self promote to the audience. Make sure your question is relevant.
- Even if you have attended the seminar with fellow workers, insist on sitting next to someone you don't know. Expand your networks continually.

NETWORKING MAGIC

- Always carry an extra pen - there is always someone who has forgotten theirs.
- Take a small pile of blank cards along. When you meet people who don't have their own business cards, you can give them a blank card to record their information for you.
- If possible ask for a list of attendees from the conference organisers **prior** to the event. In that way you will be able to specifically target the people you want to make contact with.
- If you are travelling interstate/internationally to attend the conference, if possible fly in a day early. This will give you an opportunity to relax and recharge your battery before the conference starts.
- Leave contact details for 'urgent' messages only. Alter your mobile message to advise that you will be able to return calls at the end of the day's events. Some of the best networking may happen at the morning tea/lunch breaks. If you are busy returning phone calls, you may miss the opportunity to network spontaneously.
- Take time prior to the conference to study the program. If you have multiple choices with workshops or plenary sessions, highlight on your program **PRIOR** to arriving which sessions you will attend.
- Arrive at the conference well before the starting time to enable you to familiarise yourself with the layout of the venue. Not only will you save time when the workshops are due to start, you will also be able to show others the way.

NOVEMBER – HOT TIPS WHEN ATTENDING CONFERENCES OR SEMINARS

- Take a brightly coloured A4 sheet headed ACTION PLAN - THINGS I MUST DO THIS WEEK. Throughout the conference, write on your action plan as thoughts come to mind. When you do get back to your office, the brightly coloured action plan will stand out from all your other conference material. Now you just have to action the action plan.
- Take a couple of highlight pens with you. Use them to highlight key points, important times, any must-read information.
- Befriend someone prior to the multiple workshops. Agree to get together post event to share notes or handouts if they are attending a different workshop.
- If the conference is in a hotel and running for a few days, seek out a 'meeting place' which is well lit, reasonably quiet and easy to describe and locate. When you meet interesting people throughout the day, mention to them that a couple of you are getting together in that area, 45 minutes before dinner tonight. They are welcome to join you and recap the day. Whoever shows up (don't be discouraged if it is only 2-3 people) you will get to know a little better. Act like the host.
- Attend as many of the social events for the conference as possible. Some of the best networking may happen in the relaxed atmosphere of a cocktail party or barbeque.
- Remember your name tag - wear it at every function. The organisers usually go to a lot of trouble with name tags, colour coding etc. Maximise your attendance at the event. In busy hotels where there are often multiple events, wearing your conference name tag helps others identify you as part of their group.

NETWORKING MAGIC

- Speak to people in the hotel lifts - you have a common link - capitalise on it.
- At conference mealtimes, aim to sit with a different group at each sitting and preferably with people you don't know.
- Again on many of the national or international conferences, sight seeing is offered. You may think this is the last thing you want to do. You can always catch up on your sleep when you get home. Maximise your attendance now. Remember your camera.
- Where possible have your photo on your business card when attending international conferences or trade fairs. You may just scan a photo onto your normal card or have some professionally prepared. Either way, when you're meeting dozens of people, you make it very easy for people to remember you.
- If you were impressed or influenced by one of the keynote speakers or trainers and you have the opportunity to speak to them, do just that. Give them your business card and collect theirs (if they have one - don't be surprised if they don't). Prepare your question before you approach them.
- Books DVDs and CDs are normally available for purchase from one or more of the speakers. If you make a purchase, consider having the author personalise the book for one of your good clients.
- If you are sometimes a little nervous when speaking to strangers, prepare 2-3 questions that can be used to start conversations with other delegates. For example:

NOVEMBER – HOT TIPS WHEN ATTENDING CONFERENCES OR SEMINARS

- *What is your main reason for coming to the conference?*
- *What has been the main highlight at the conference for you to date?*
- *How many conferences have you been to with this organisation? How does this one compare?*
- 'Networking is the ability to relate and talk to anyone, anytime, anywhere' (Anne Boe). The more you network, the better you get at networking.
- Stuck for conversation? Ask:
 - How did you get started in this industry?
 - What do you see as future trends for your industry?
 - What do you admire most about your CEO?
 - Have you ever worked outside this country?
- Relax, enjoy yourself, stay positive.
- Update your resume prior to attending and take along a dozen copies. Chance meetings may result in career opportunities, new clients and prospects.
- When you meet an interesting person and there is no time to talk, suggest that you meet for breakfast or lunch. Have a couple of questions prepared to maximise the opportunity.

NETWORKING MAGIC

- Six months after the conference, take some time out to re-read your notes. Dig out the list of contacts you made and reconnect with a few key players. Find out if they are attending the next conference. You will strengthen the initial links you formed. When you see them at the next conference, they may welcome you as a friend rather than a stranger.



Question for the month

Do you ever look at your current business systems and ask yourself is there a better way to do this?

DECEMBER



**THE
MAGICAL
WORLD OF
NETWORKING**

- Expect the unexpected. Great networking opportunities always come when you least expect them.
- The heart beat of networking is your ability to care about people. If you genuinely don't like or care about people, it will be very difficult for you to ever have networking success.
- Great networkers make things happen. Be pro-active. If there are no networking groups in your area - start one.
- Let others know what you want. Be direct - people are not mind readers. Be specific:
 - *'I'm looking for a marketing job in the hospitality industry.'*
 - *'I'm looking for a clean, tidy person to house sit for 3 months.'*
 - not just *'I'm looking for work.'*
- The point of doing any or all of the ideas in this book is basically to build your network before you need it.
- 'Always give without remembering. Always receive without forgetting. If we bestow a gift or favour and expect something in return, it is not a gift' (Anne Baber). This certainly puts Christmas gift giving in perspective, doesn't it.

NETWORKING MAGIC

- If your company has a employee of the month award, consider incorporating an employee of the month car space. This will be positioned near the CEO, GM, etc..... and is usually closer to the front door and the lifts.
- If there isn't already one, start a library at your workplace. Invite staff members to bring in any unwanted books for the collection. Working on an honesty system you won't have to worry about keeping track of who borrows what. Encourage staff to keep books for 2-4 weeks before returning.
- Some of the best networkers you know and admire have been practising and learning networking for years. Don't be discouraged if you don't seem to be making progress. Networking is like growing a flower. You plant a number of seeds, initially you see nothing. Then a few sprout here and there and one day your flower blooms. If you keep looking after your networks, your flowers keep blooming for years to come.
- Check out Max Hitchins - Hospitality Doctor. As a networking idea one of the better ones he uses comes from his website. Weekly he emails out free Dr Max's hospitality industry secrets, tips, tonics, remedies, scams and medicine. It's a hot idea and building him an incredible hospitality network around the world.

Max Hitchins - Hospitality Doctor

<http://www.hitchins.com.au>

- Update your resume annually. You may not be in the job market today, however this one act may either give you a great sense of satisfaction or identify the rut you may be in. You can then choose whether you will take action or not.

DECEMBER – THE MAGICAL WORLD OF NETWORKING

- Earn the right to get a new customer by exceeding people's expectations. Promise good - deliver great - on time, every time.
- Look at the business reception area. Is it friendly and more importantly does it show clearly what sort of business you are running? If there is a customer waiting area, are the chairs comfortable? How old is the reading material? If the magazines are outdated, you may be giving the impression that you are outdated also.
- The basis of networking is having win/win relationships. If you take more than you give, your networking will fail. Review any 'deals' that failed for you in the last 6 months. Chances are they were not win/win-based.
- Share your wins and credits with those who make it happen. The 'engine room' of most businesses rarely gets acknowledgment for their efforts. Without the engine room, the business would come to a grinding halt. How can you acknowledge your engine room today?
- Whenever you use material/quotes that are not your own, always acknowledge the source. This does not detract from your credibility, rather it enhances your integrity.
- Are you pushed for time in your business and consider entering all your business card contacts, just not an efficient use of your time? Why not employ a casual data entry person/consultant who can work as required to initially update your current database and then keep it updated.
- List all the things in which you have an interest (e.g. swimming, photography, art, country western music, yoga) - the list may be very diverse. Try brainstorming with a few business colleagues how you could combine your networking with your interests.

NETWORKING MAGIC

- Often we miss opportunities when people with whom we share common interests, don't know what our day jobs are. It's okay to self promote - otherwise no-one will know what it is that you do and how good you are at it.
- Always clarify at the start of an appointment or interview, how long the meeting is expected to last. 'I've allowed thirty minutes for our meeting. Will that be sufficient to cover everything?' If extra time is needed, ask permission to extend at the appropriate time.
- When arranging meetings with a prospect, make the location convenient for the prospect. You may be able to agree on a mutually convenient location - always let the prospect decide time and place.
- If your meeting is over a meal and you initiated the meeting, you should offer to pay the bill. Preferably excuse yourself to go to the bathroom and discreetly take care of the bill with a credit card (quickest method for discretion). Most restaurant staff are very good at handling this.
- If you find you are running late for a lunch or dinner meeting, phone the restaurant (before the planned arrival time) explain the situation and ask the waiter to greet your guest, explain your lateness and offer a drink and magazine to your guest. Remember to tip the waiter for the extra service - they will remember you, trust me.
- Trust and reciprocity are the glue that keeps networks together.
- If you encounter unexpected visitors on a busy day, stand up. Keep standing until you have either dealt with the matter or set up an appointment at a more opportune time. Value your time.

DECEMBER – THE MAGICAL WORLD OF NETWORKING

- Information is the new currency in today's busy world. How informed are you and how good are you at passing on information? Great networkers don't know everything. However, they do know a little bit about a lot of things and they are prepared to share what they know.
- If ever you are really stuck for conversation, comment on the obvious (e.g. weather, crowd, latest sports results, noise, great food). Surprisingly, conversation will flow from that one statement.
- Think about what you would like to be doing 2 years from now. On a small white card write a headline that may be written about you at that time. Insert the card on the inside cover of your diary as a constant reminder of your dream. Stay focussed.
- If you left your job/business today, 5 years from now what would you like to be remembered for by your employees, co-workers, clients?
- The best networkers have systems that they consistently stick to. The author's systems include:
 - spending a minimum of 15 minutes networking every day
 - giving business cards every day to people met in a business or social environment
 - sending a thank you card every day
 - attending a minimum of one networking function every week
 - giving away one referral or testimonial every day
- What is your networking system?



Question for the month

What has been your proudest moment this year?

Take a bow and give yourself a pat on the back.



Welcome to the magical world of Networking

My Action Plan

Based on what I have read, my action steps include:

This Week:

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
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- _____
- _____

This Month:

- _____
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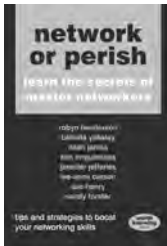
Within 6 months:

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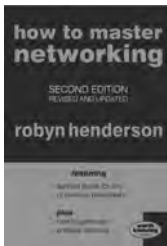
Within 12 months:

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Books



In this book you will share in the lessons & networking techniques of some of Australia's master networkers. Learn why networking is a vital component of your business, learn how you can achieve more through effective networking than any other promotional or marketing activity, find out how some people have put networking to work with extraordinary success.



This networking survival handbook provides a step-by-step guide to understanding networking – how to network, how it works and how to apply the principles to your business and career. The Keys to networking have never been clearer, making this revised and updated book a “must read” for beginner as well as the advanced networker.



This book will give countless invaluable tips on how to be seen, get known and move ahead. We show you ways of building your profile that are so simple, so easy and so enjoyable, you'll wonder why you never used them before.



This book has been written for any woman who experiences any or all of these symptoms: constantly runs out of time to get through the to do list, often feels guilty saying no & struggles making decisions, is constantly overwhelmed with being overcommitted, has no time for herself, who feels like she is on a non stop merry-go-round.

ADDITIONAL RESOURCES FOR NETWORKING

CDs



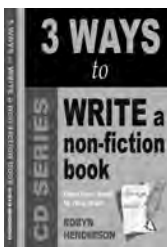
Become an information expert and expand your professional speaking business TODAY. If you want more passive income, less travel, more profit and a higher profile, start building your personal information empire today. Includes 3 CDs: Your own Information Empire Model; Action Plan; and Time Line.



If you want to have more time to network effectively and get a serious return on your investment, this one hour informative CD is a must for YOU! Pack contains a 60 minute presentation - interview style - with Robyn Henderson and Lorraine Pirih. Also includes 2 bonus e-books!



Tools to build your resiliency and create more meaning, contentment and peace in your life. By Maggie Dent and Robyn Henderson.
3 CDs and 2 ebooks



This 4 CD, interview-style series, will give you key strategies and tools to help YOU write your own non-fiction books, articles and ebooks. The series will give you a clear plan of action to take your book ideas from initial idea/concept through to first draft and ultimately finished product. Pack includes a comprehensive workbook.

Where do I go to network?

As new networking groups open regularly, the best starting point to find networking groups in your area, is to visit www.networkingtowin.com.au and click on *RECOMMENDED NETWORKS*.

I also highly recommend four of my favourite networks:

- www.networkcentral.com.au in Australia
- www.womensnetwork.com.au in Australia
- www.businessreferralgroup.com.au in Australia
- www.bni.com.au & www.bni.com (*International network including Australia*)



To receive a complimentary
copy of the e-book:
NETWORKING FOR LEADERS
please email
robyn@networkingtowin.com.au

How to contact Robyn

To book Robyn to speak at your next conference, or to consult with your organization, or to attend one of the national public NETWORK OR PERISH workshops in your region, please contact:

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Sea Change Publishing

Robyn Henderson, entrepreneur and innovator, founded Sea Change Publishing in 2004. As a Global Networking Specialist, Robyn had built a successful career throughout 10 countries speaking and writing about her passion - networking. At the same time, Robyn had successfully self-published six of her seven books on business networking, self promotion and self esteem building, as well as creating a successful e-business.

Travelling the world, Robyn met many interesting people and encouraged all of them to share their stories either through books, articles, ebooks or film. She realised that just the thought of writing a book overwhelmed many of these fascinating people - yet she knew their stories had to be told.

And as Robyn prides herself on being a solution provider for her many clients, she started running her popular 3 ways to write non-fiction book workshops throughout Australia and New Zealand.

These workshops were quickly followed by a CD series, telecoaching, one-on-one coaching, brainstorming and creativity clusters, writers' retreats and a total project management of books from concept to completion. Realising there was major interest in all of these areas, Sea Change Publishing was launched. In 2003 Robyn experienced her own sea change when she relocated her business from Sydney to the far north coast of New South Wales, close to the Queensland border. Hence the name was a natural progression. And the by- line—making the impossible, possible— is giving people courage to do what they believe to be impossible.

Using her master networking skills, Robyn has been able to bring together a stable of experts to assist with every facet of book production: ghost writers, editors, typesetters, graphic designers, literary stylists, proofreaders, printers, book marketing experts, public relations consultants and event managers.

Plus she has launched a book writing graduates' network, which provides support and encouragement to fellow authors.

She has also formed a dream team of innovative thinkers, who are available to brainstorm ideas on book concepts, content viability, target markets and potential global markets for budding authors unsure of their writing potential.

Robyn encourages her workshop graduates to think "series" rather than just one book. Often authors think they have to put everything they know into one book. This sometimes results in a book with a little bit about a lot of things rather than focussing on one or two areas and covering them well. She encourages authors to consider writing more than one book and once the original book is written to then write books for niche areas e.g. a book on leadership could be niched to leadership for bankers, leadership for real estate principals, small business owners etc. .

CRACKING THE BOOK DISTRIBUTION CODE:

Robyn has also set up a number of alternative book distribution streams other than the traditional bookshops. She believes that not only will this reduce the retail cost of books, but it will also give self published authors greater access to the marketplace, not to mention giving readers a wider choice of material.

Robyn firmly believes that Sea Change Publishing will bring together all the skills that she has learned over the past 50 years. She truly believes in making the impossible, possible.

For information about SEA CHANGE PUBLISHING, please visit

www.seachangepublishing.com.au

or email:

robyn@seachangepublishing.com.au

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