

networking for beginners



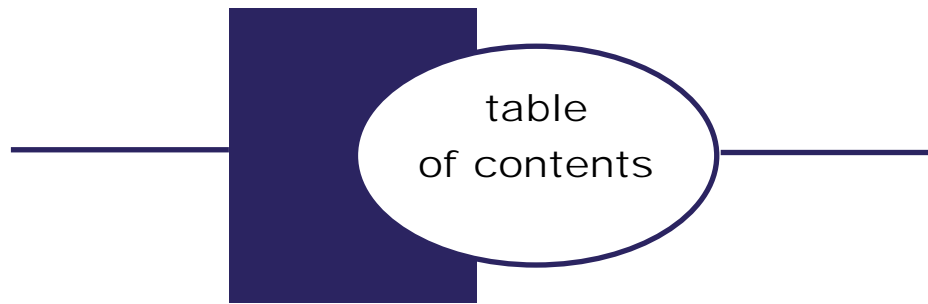
robyn henderson

Adapted from Robyn's book

how to master networking

SECOND EDITION
REVISED AND UPDATED

worth
knowing
SERIES



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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 is the author and publisher of books, CDs, videos, DVDs and audio programs. Her books include:

- Networking Magic - 366 hot networking tips
- Be Seen, Get Known, Move Ahead - beginners guide to self promotion
- Networking For \$uccess
- Dare to Dream
- Believe in Your Dreams
- Are you the VIP in your life?

She is also a contributing author to American best-seller, Masters of Networking and Australian released Lessons in Leadership.

Robyn has spent the last 12 years as an international business educator. During that time she has run outstandingly successful networking groups for women across Australia. Her earlier career included 10 years in sales and telemarketing management and 13 years in hospitality.

Her recent accolades include:

- 2004 - Successful launch of Sea Change Publishing on the far north coast of New South Wales
- 2003 - Appointment as an adjunct professor with Southern Cross University in Lismore, New South Wales, Australia
- 2000 - Nevin Award winner with the National Speakers Association of Australia. This award is given annually to a member of NSAA whose accomplishments reflect outstanding credit, respect, honour and admiration of the entire speaking profession
- 1999 - received accreditation as a CSP - Certified Speaking Professional - from NSAA. This accreditation is shared by less than 500 women globally
- 1997 - Speaker award from the National Speakers Association of Australia
- 1997 - Listed in the Top 50 Successful Australian Business Women 'Hall of Fame' - Australian Businesswomen's Network
- 1995 - Winning Women Award, Zonta Club of Hobart
- 1994 - Listed in the Top 100 Spirited Women of Australia - New Women Magazine

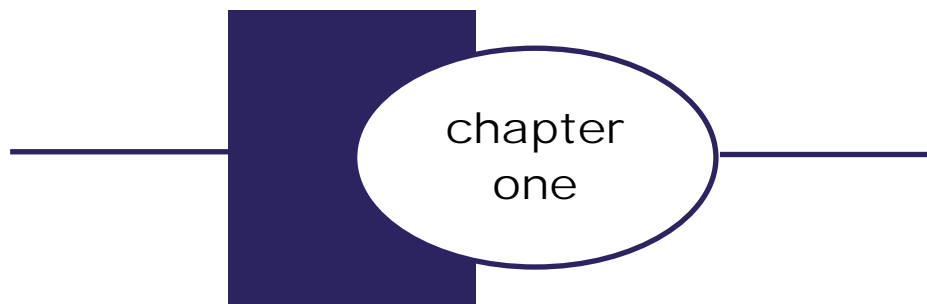


Networking currently accounts for 87% of business in the marketplace. Yet many people neglect networking and fail to see it as a vital business and career building skill.

In today's competitive marketplace it is critical that we understand one simple fact - People want to deal with people they know, like and trust. And if they have no reference point within a specific profession, they will do business with someone based solely on a third party endorsement. Someone they know, like and trust has a connection with the service provider they are looking for. And that's how referrals are often generated - through a trilogy of trust - the trust that one person has in another that is passed on to a third person.

This book is an easy read, very practical and essential for anyone in the workforce today. Whether you are building your career, leaving school and about to start your first job, holding a senior management position, a business development role or running a business - you need to network and this series of books shows you how.

Robyn has adapted her best selling *How to Master Networking* to give readers a choice of three ebooks covering networking skills from the most basic to master level. This first book, *Networking for Beginners*, is just that - an explanation for new networkers of the most basic tools and techniques ensuring you success even with your first efforts.



What is networking?

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

There are three universal laws that form the foundations to ethical networking.

1. **GIVING WITHOUT EXPECTATION** - the basic principle of helping others without an expectation of receiving something in return. It's being able to give someone a key piece of information or assistance that will enable them to achieve their goal, complete their task or assist them in some way.

In the American best seller *Masters of Networking*, Ivan Misner says, 'Master Networkers give without remembering and receive without forgetting.' This is the key to giving without expectation.

2. **UNDERSTANDING THE LAW OF RECIPROCITY** - what you give out comes back ten fold-but not always from the same person. If you give out referrals, you will receive referrals, give out love, get back love, give out help and advice, receive help and advice. Good networkers are strong believers in the law of karma-what goes around, comes around. So this single belief ensures that you always treat people the way you would like to be treated.
3. **HAVING AN ABUNDANCE MENTALITY** - In our time poor, competitive society, abundant thinkers are often in short supply. These are the people who may still be challenged as to the best way to build their career or business. But ethical networkers have an underlying belief system that there is plenty for everyone-plenty of opportunities for their product or service on a local, national or international basis, even though there does not appear to be sufficient to go around.

What is networking?

They know future markets may be a single person contact away - a friend of a friend, a chance conversation, a serendipitous meeting with another. Abundant thinkers are open to ideas, networking opportunities and making the pie bigger for everyone.

Everyone networks. It just depends whether they do it well or poorly as to how they are perceived by their workmates, peers, customers and prospects. If you are a master networker, chances are when your product, service or industry is discussed, your name is mentioned, not your competitors. This market awareness can be created by employees in large and small organisations as well as home based and small business operators. The great news is that networking covers the planet with a virtually borderless community and is open to all ages, nationalities and professions. Everyone networks, so lets see how we can improve our networking skills in the most time efficient way.

Throughout this chapter, let's look at why networking has become globally the number one business building tool. Many professions are almost totally referral-based. For example, the legal profession, accountants, mortgage brokers, virtual assistants, financial planners, real estate agents, hairdressers, and motor mechanics-the list is almost endless.

Think about the last time you were looking for a new supplier or service provider. Did you just look through the telephone directory and take a pick? Maybe you searched online, read newspaper or magazine advertisements or saw the company advertising on television. Chances are if your purchase was going to be more than \$100, you may have asked another person for a referral. Who do you use for this? Who would you recommend for that? What was the name of the person who did this for you and most importantly, would you use that person again? Yes, that sometimes elusive word of mouth marketing forms the basis of networking.

'It's not who you know, but who knows what you know.'

Harvey Mackay

If your business is referral generated and your supply of referrals has dried up, you may have fallen into the trap of taking referrals and referees for granted—a number one No-No in the networking world. No one likes to be taken for granted, least of all someone who has tried to help you build your business or career by referring a potential client to you.

Generally there are two ways to grow a business:

1. Gain new customers or markets
2. Encourage current customers to buy more or more regularly.

Networking can open up another area for business development, and that is, creating an endless supply of referrals from your valued network.

To get to this stage of quality and quantity referral generation, it is necessary to put in the ground work. So let's look at the best way to go about this.

Earning the right to do business

Giving without expectations or giving without hooks is a concept that some people may have difficulty accepting. Let's start with a non-business example. You attend a party or social event and meet someone for the first time. They describe in detail the challenges they are having renovating their home. Without hooks or expectation of receiving anything back in return, you explain to them the exact way to fix the situation, based on a similar experience you had.

It is highly unlikely after sharing the information that you would take out an invoice book and write an invoice for \$100 for those tips. You just gave the information away -without hooks. It was in fact a win-win situation, as you felt good being able to help the person and they were delighted to receive the critical information.

As another example, you may be shopping for a car. You visit a variety of car yards that are selling cars within your budget and a little beyond your budget. You may find an extremely helpful car salesperson who goes to no end of trouble to assist with your purchase. Unfortunately, the cars on offer are far beyond your budget. You thank the dealer for being so helpful and although you don't buy the car there, that helpful dealer stays in your mind.

What is networking?

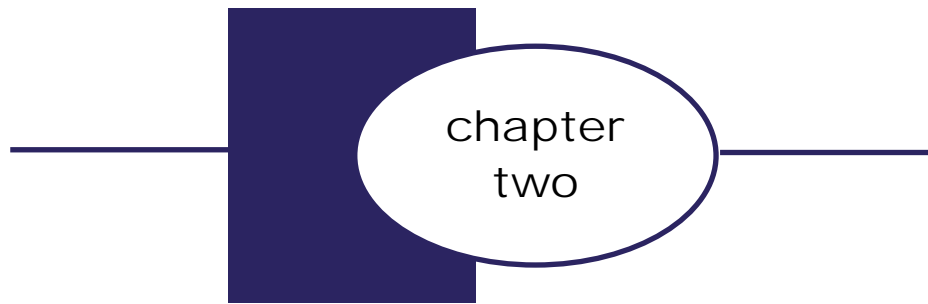
When the occasion arises and you are asked for a referral to a car dealer that person comes to mind. Assuming you have been given and kept their business card, you will more than likely pass the card to your friend or refer them to the car yard by name. Yes, the car dealer was disappointed not making an initial sale to you, however, being a great networker, the dealer realised leaving a positive impression paves the way for the next sale. Not to you, but to someone you know.

Great networkers look at the big picture. Sometimes networking brings business overnight. Other times, referrals come from encounters weeks or months earlier.

To enable you to gain from reading this book, we have included worksheets, so you can really gauge where your business and career are heading, how good a networker you are and areas for improvement. You will gain more from this book if you write your answers as you read. It will also serve as a great reminder of your progress as a networker. Use a highlight pen to mark the key action points for your ideas that can be implemented in your business or career, points you can pass on to peers, ideas that have sparked other ideas for you.

KEY POINT:

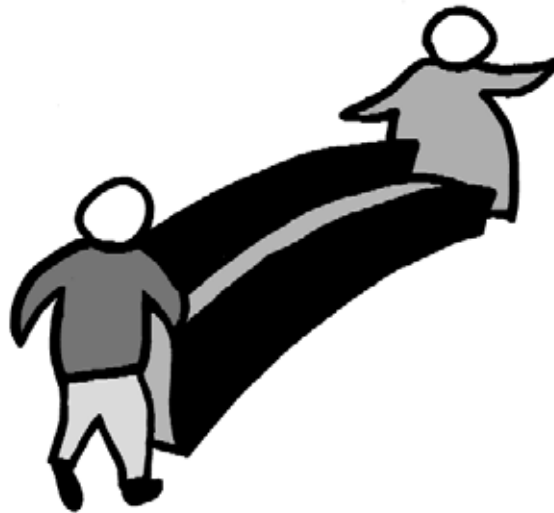
Never take anyone in your network for granted - especially the people who give your quality referrals.



Every best friend was once a perfect stranger

Good networkers are great bridge builders

In this chapter we will discuss the importance of building relationships with people new to our network as well as with those who are already firmly established contacts.



Picture a bridge. A bridge is a great representation of a potential network between two people. Each time we make contact with someone, we build another piece of that arch. The more we communicate and make contact with another the stronger the arch becomes, the stronger the bridge will be. The better we know and understand someone, the more inclined we are to do business with them, to welcome them into our networks.

Every best friend was once a perfect stranger

Many people make the mistake of meeting people and assuming they will automatically want to buy our product or service, just because we have met them. Wrong!!

The bridge is not strong enough YET! The fact that you have met someone today and spoken to them for five or ten minutes, does not mean that they trust you enough to buy from you, let alone refer you to one of their trusted networks. You see, this trusted network may have taken them years to build and they can't possibly risk jeopardising that network by referring someone new to them, someone that they barely know. Be patient. Trust takes time to build and communication is the basis of trust building. The more you communicate or keep in touch with someone, the more you build trust.

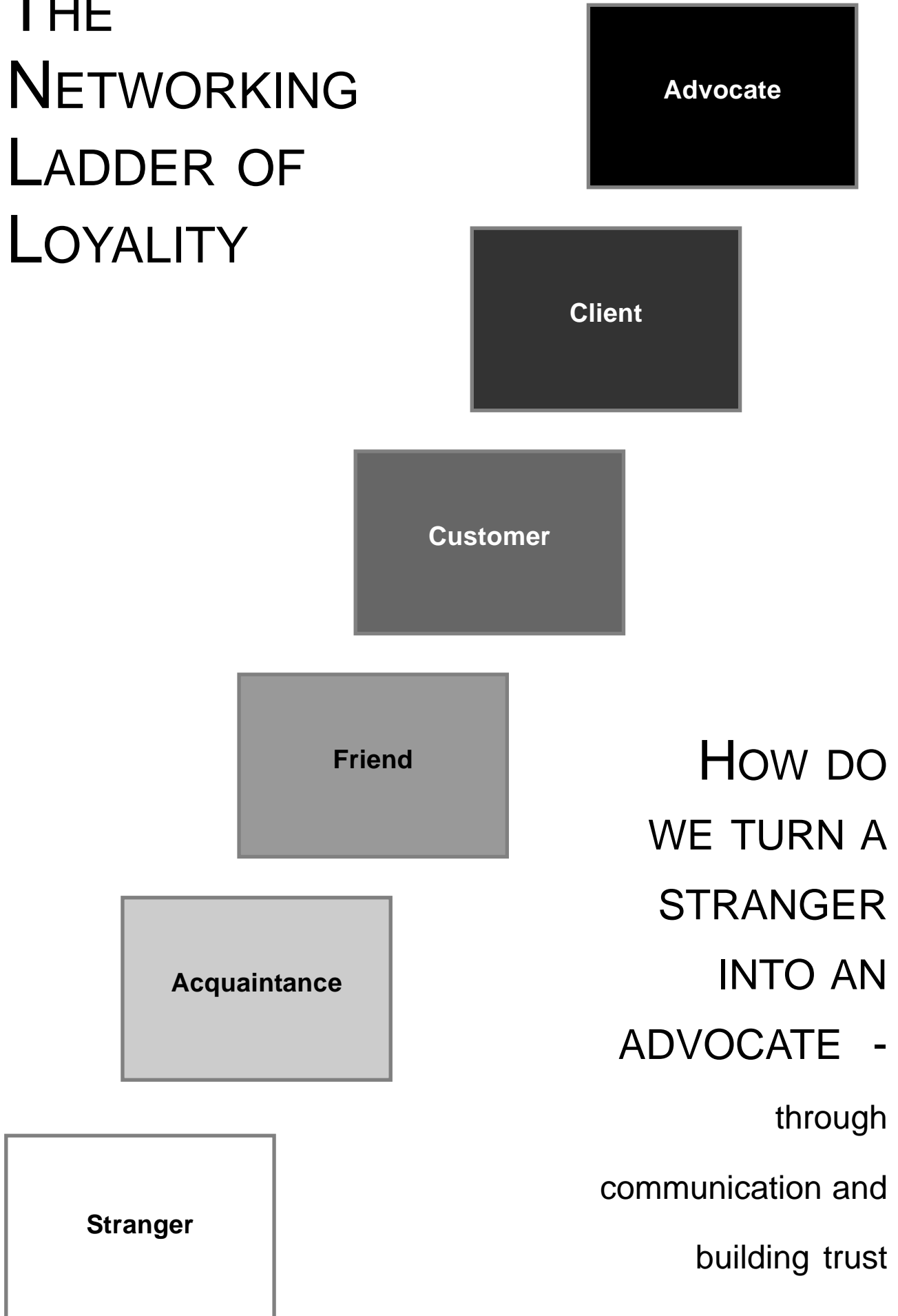
Every day people are missing chances to do business, largely because they don't take the time to build a relationship with or even get to know the person.

The best networkers are the best listeners

Everyone networks, it just depends whether they do it well or poorly, as to how well they are positively remembered.

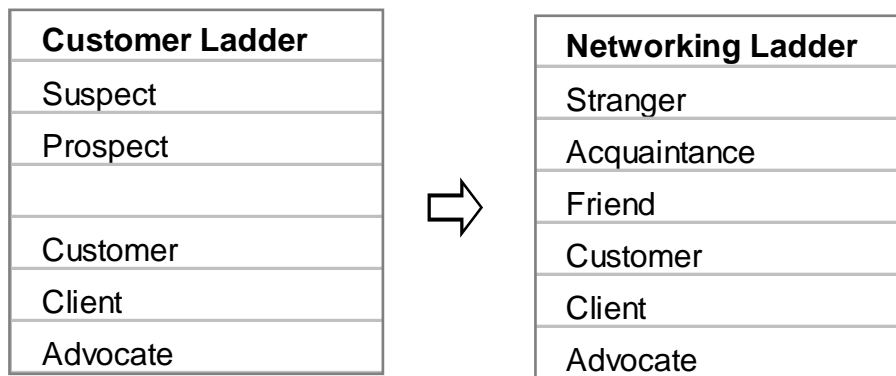
WHEN WE MAKE HEART TO HEART CONNECTIONS WITH
PEOPLE WE MEET, WE ARE ALWAYS REMEMBERED
POSITIVELY

THE NETWORKING LADDER OF LOYALTY



Networking ladder of loyalty

Many of us are familiar with the customer ladder of loyalty and the steps of the ladder -Suspects, Prospects, Customer, Client, Advocate. The mistake many companies make is that they have lots of one-off customers and very few clients-people who buy the second time. So let's convert the customer ladder of loyalty to a networking ladder of loyalty.



Stranger

In the networking world, strangers are anyone that we do not know or have not met. We can walk into a room full of strangers at a networking function and they are virtually friends-in-waiting. We just haven't met them yet.

Acquaintance

We make someone's acquaintance when we communicate with them. This may happen face-to-face, electronically, over the phone or by fax. We make contact with someone we don't know OR someone introduces us to someone we don't know.

Friend

The big difference between the customer ladder of loyalty and the networking ladder of loyalty is that networkers become friends BEFORE they become customers. Often in the corporate world, seeing a customer as a friend is a totally foreign concept, yet what a missed opportunity. Don't panic about the use of the word friend. We are not talking about building a relationship with an acquaintance and then having them expect to see us every Saturday night. We are talking about the basis of a caring friendship. Seeing someone as a person not just an order. Realising that everyone you meet is an interesting person. Hugh Mackay has a wonderful quote,

*If you think someone is boring, you just don't know them well enough.
Trust is the glue that keeps friendships together.*

Customer

Within the networking world you may have someone at customer status who never places an order with you, enters your showroom or ever buys from you. How can that be? Within the networking ladder of loyalty model, the customer is someone who:

- trusts you enough to refer work to you
- sees you as being professional, even if they have not used your services themselves
- continues to give referrals to you as long as the feedback is positive from the first couple of prospects they refer to you OR you do not do the wrong thing by one of their more loyal and trusted network members.

In a nutshell, they are giving you a chance to prove yourself. If you blow it, that's it. Your referrals from them will cease. A customer may be someone who has met you, built trust with you, has a need for your product or service and is prepared to give you a go. Customers buy once.

Customer memory joggers

How many customers do you currently have?

What percentage of your customer base are clients, i.e. second time purchasers?

How long has your business been operating?

Since you started your business how many customers have you had?

What are some of the reasons why customers have stopped buying from you?

Estimate the approximate dollar value of your annual turnover assuming that you had never lost a customer?

If this is your current turnover, congratulations!

If not, read on to find out how to turn customers into advocates

Client

Clients buy twice! ... And continue to buy from you. Though again someone at this client status may not buy from you personally, but may feel comfortable enough to refer work to you. They have done so before and been pleased with the feedback so they will continue to refer work to you.

You will also find that clients are people who keep coming back. They may not be totally satisfied with your service, however, overall-you'll do.

If you don't ask clients the actual question-

Is there anything we are not doing that you would like us to do?

then you will never know the answer.

Advocate

Advocates love you and are your most loyal supporters. They love the fact that you remember the name of their partner and their children and their birthdays. And they are more than impressed by the fact that you remembered they were having a wisdom tooth out last month and you cared enough to ask about it. They love the little newspaper clippings that you send them from time to time about their very obscure passion. You amaze them with your memory and recall of past conversations - sometimes they think you must write all their stuff down because how else could you remember it all. They put the postcard you sent them while you were on holidays on their notice board and they constantly ask you for more business cards as they refer more and more business to you. They are your advocate because they believe that you truly care about them and you make them feel special.

Advocate memory joggers

List the names of five advocates in your current business and social networks

- 1.
- 2.
- 3.
- 4.
- 5.

List anything you did out of the ordinary to turn these clients into advocates?

- 1.
- 2.
- 3.
- 4.
- 5.

continued ...

Every best friend was once a perfect stranger

Do you only make contact with these advocates when you want something from them e.g. a referral?

Have you made contact with these advocates in the last 90 days?

How often do you let these advocates know how much you value their business as well as their referrals.

How long is it since you gave one of your advocates a referral?

What systems do you have in place to give these advocates recognition on a regular basis?

What systems could you introduce to give your advocates regular recognition?

- a. monthly
- b. quarterly
- c. annually

What dollar value would you place on the referral business that each of these advocates gives freely to you each year?

- 1.
- 2.
- 3.
- 4.
- 5.

Total \$

Is there room for improvement with the current recognition and appreciation systems you are using for your advocates?

Unfortunately, many companies use the churn and burn policy-attract a customer, make a quick sale, never follow up, never make a second sale, forgot all about the customer and move on to the next customer. These companies rarely attract clients and rarely reach their full business potential. Some businesses believe that their business is different and people only need their service or product once. That may be true in some cases, however, this is where the power of referral is vital. If customers are happy with your one off service/product, they will refer more business to you. This is the critical loop that turns customer to client and ultimately to advocate.

In the same way, many people do not value their networks. They have lots of acquaintances, a few friends, but very few customers and definitely no clients or advocates. Why is that?

Questions

If there is room for business growth in the next 12 months take time to answer the following questions with your business development team.

- What are you expecting next month's sales to be?
- How big would your business be if you never lost a customer?
- What would next month's sales be worth to your company if everyone who had ever used your product or service bought something from you next month?

What is the potential for next month/quarter/year sales to be if you could tap into past customers buying power?

If we stop losing our customers and start valuing them and their networks our businesses will continue to grow.

Throughout this book we will show you simple systems to help you:

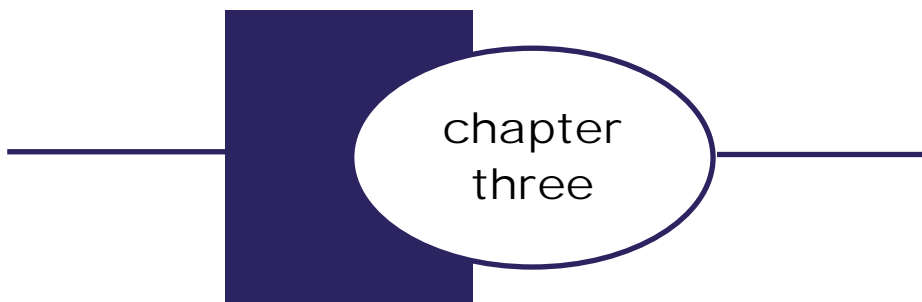
- give regular recognition to your customers, clients and advocates
- value your current network
- generate and keep new business

We invite you to open your mind to new ideas and unlimited opportunities in the exciting world of networking.

KEY POINTS:

Great networkers earn the right to be given referrals by building bridges of trust and friendship with their network.

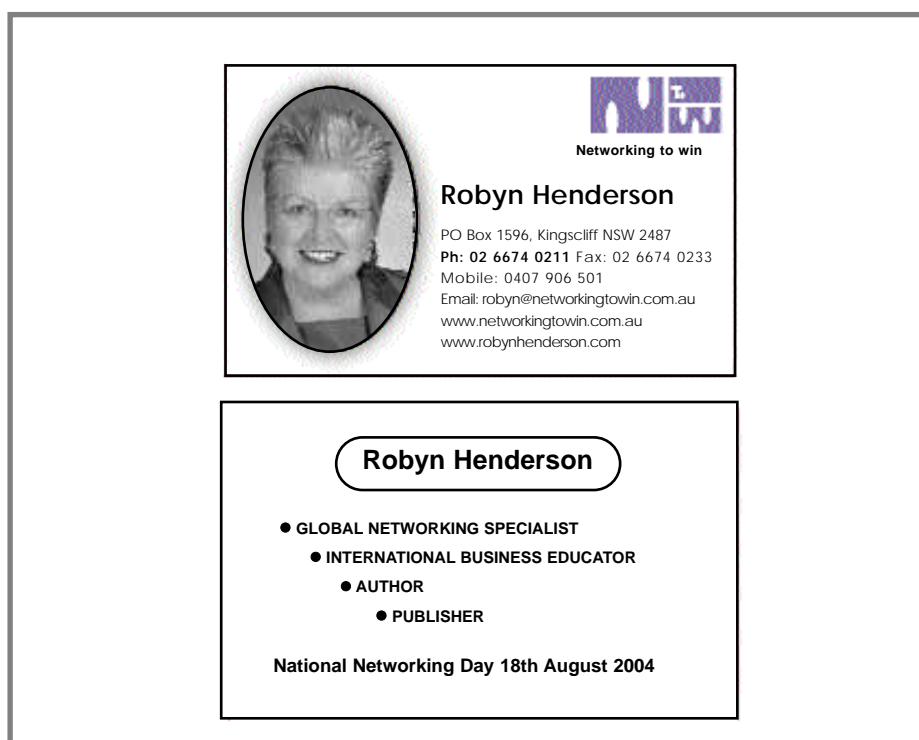
If you never lose a customer your business will grow steadily based on the number of referrals you receive from satisfied customers.

A graphic for Chapter 3 featuring a dark blue square on the left, a white oval in the center containing the text "chapter three", and a horizontal line passing through the square and oval.

chapter
three

Business cards - your most important networking tool

In this chapter we will explain why business cards are absolutely critical for effective networking in today's busy world. Without a business card you cannot do business. Start turning you business cards into business today.



Business cards are an essential tool for networking, business building and socialising. At a networking event, how can you expect to be taken seriously when you forget your business cards and write your contact details on a serviette or drink coaster?

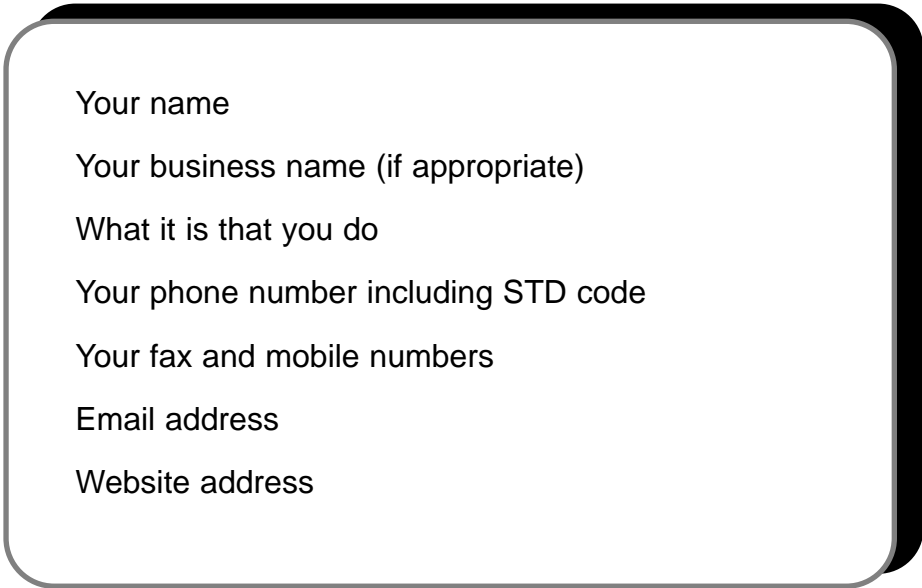
We are constantly meeting new people, reconnecting with others and expanding our networks on a daily basis. Yet many people still refuse to carry business cards. Why are they making it so hard for people to do business with them? And for very busy people, faces start to blend and everyone starts to look the same at times.

Business cards help us to identify people, remember who they are and know what it is that they do. In Asia business cards are called name cards and are treated with great respect. In Australia and New Zealand, there is often a reluctance to give out business cards as it is sometimes perceived as being pushy. Rubbish. If you attend a networking event or a business meeting without a business card you are wasting your time going in the first place. Why make it so hard for people to do business with you?

How many business cards would you give out if you know that every business card would turn into a referral, a new customer, repeat business or the prospect of a relationship with an interesting person?

Business card checklist

Your business card is your silent sales person and must include:



- Your name
- Your business name (if appropriate)
- What it is that you do
- Your phone number including STD code
- Your fax and mobile numbers
- Email address
- Website address

Sounds obvious doesn't it. However look at a pile of business cards you have collected recently. Do all the cards clearly state what business these people are in? Can you remember who does what? Many companies make the foolish and sometimes costly assumption that everyone knows what they do.

Many large corporations, made up of multiple divisions, also miss out on business by assuming their name is sufficient. People may have heard of your company but they really don't know all the areas that you cover. The business card only states the company name - there may be a variety of businesses operating under that banner.

Alternatively, some potential clients may think that your organisation is too big for them when this may not be entirely accurate. Consider including the 'specialising in' on the back of the card so as to avoid any confusion in the marketplace.

Suggestions

- Use the back of your business card to list additional services and specialty areas.
- If you are in a competitive area e.g. real estate, motor dealers, you may consider including a photo on the front of your card. This will make it much easier for people to remember you. *Important tip* - make sure you have your photo taken by a professional photographer who is used to taking models' photos. You will be assured of a great photo. Saving dollars on do-it-yourself shots or taking a snap from your wedding album is false economy. If you want to be treated as a professional, you must create a professional image. You only have one chance to make a first impression.
- Bi lingual cards are a must if you are planning to do business in Asia or Japan. The art of handing out business cards is a time honoured tradition in the Chinese community. You are being given a card representing a summary of the person in the form of a business card. You are expected to acknowledge the card, comment on the content and treat the card with respect.

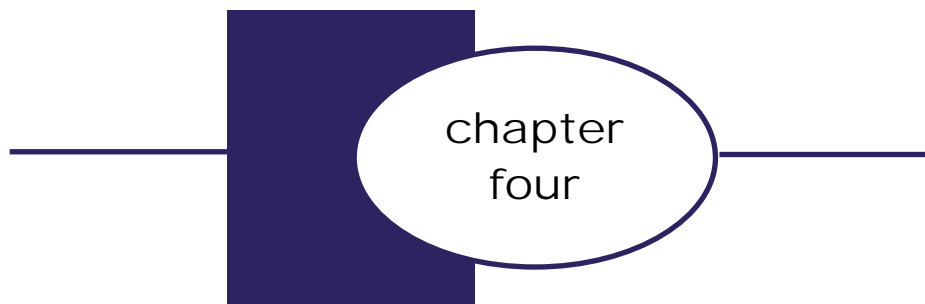
- Working with the Australian-Chinese Chamber of Commerce in Perth, I learned that the Chinese invented networking and the Japanese perfected it. Mainly because the Japanese will give you a business card every time you meet them, whether you have previously met them before or not. Australians normally only give business cards the first time you meet someone. The Japanese belief is that the more cards you have the more business you can refer to others. Again this makes it very easy to refer business to others.
- Multiple business cards are a must if you have a number of businesses that are non related. False economy is having one business card that states *Image Consultant, Fashion Designer and then ... Tarot Reader*. Don't laugh, there are many business cards in the market place that are doing more damage to their owners than they imagine. Use two or more cards as required. Decide before you go to a function, what 'hat' you are wearing and make sure you have sufficient cards in stock. Only give a second card to someone if you feel the 'other' business is more appropriate.
- Entrepreneurial professionals may find they can have two cards and depending where they are and the image they want to portray, they may use the more conservative card or the more colourful. I recently met a 'tax slasher' who introduced me to a 'profit builder'. When I asked them more about their work I commented that it sounded similar work to an accountant. They replied that they were accountants and if they had told me that initially they would never have had the opportunity to describe to me in detail what they do. Hats off to the tax slasher.
- Vertical and horizontal cards are available. From experience I have found that a standard size card is important. If you have a lot of information to include you may choose a folding card that will fold down to a standard size. Or, consider a bookmark size card that also folds to a standard size card. I have seen people discarding cards that are odd shapes and sizes because they are too difficult to store.
- A good business card will fit into a standard business card holder. It will therefore be 90mm x 50mm in size and printed on card which weighs approximately 280 gsm.

- When giving out a business card and receiving one in return, always place the business cards you receive in one place. For example, if your own cards are in your left pocket, place the cards you are receiving in your right pocket to avoid confusion. If you are not wearing a jacket and using a business card holder take your business cards from the front and put the business cards you receive at the back of your pile of cards.

HOT TIP: If the thought of giving out a business card terrifies you try changing places so to speak. Once you have struck up a conversation with someone ask them for their business card. Once you receive their card, you would quite naturally give them yours. Always remember to make some comment about the card or the information on it.

KEY POINT:

How many business cards would you give out if you knew every business card would turn into business?



Beyond business cards

In this chapter we will show you what to do with all the business cards you receive and how to be remembered positively to create unlimited networking opportunities.

What will you do with the business cards you collect? Many people I know have great stacks of business cards in their top drawers with rubber bands holding them together. Every year they go through these cards, realise they don't know one person from another and throw them all out. Your goal as a successful networker is to exchange 25 plus business cards every week and have a system in place to manage these exchanged cards.

Giving out a business card is step one. Exchanging cards with the people that we meet is the target of all successful networkers. If we are not used to giving out business cards, one of the key things we must do is make sure the cards are easy to reach. You may choose to carry your cards in your top pockets for males or jacket pockets for women, or in one of the fashionable business card holders.

Cards must be readily available for use to take full advantage of networking opportunities. Women often change handbags, briefcases to attend an event. Make sure you have bundles of business cards in all your handbags, wallets and in your car.

Blank cards

Many people do not have business cards or forget to carry them when they attend networking functions. A simple solution to this problem is for you to carry a number of blank business cards (available at most stationers in packs of 50). Once you have

built rapport with someone, you may choose to offer them a blank card on which to write their details so you can keep in touch with them. These days you often hear people ask for email addresses or mobile numbers and most people need them written down to remember them.

Based on what you have already read do you need to revamp your business cards?

How soon will you do this?

Do all your staff have business cards?

Many companies only supply business cards to the senior and middle management. There is no faster way to build self esteem in a staff member and help to build their loyalty to the company than to give them a business card and encourage them to give out cards to all their friends and relations.

If the average person over 25 years of age knows at least 1000 people, would it be fair to say that some of those people may be in need of your product or service? How can they do business with you if they don't know how to contact you? Value the resource you have within your own organisations. Your staff are your greatest investment. Encourage them to network also.

As email takes over as the preferred correspondence format you may choose to include a business card with every piece of correspondence you send by mail. People will often throw away your letter but they will keep your card.

Assuming after reading this book you start to give out business cards to every person you meet and ideally exchange cards with most of these people, you will soon end up with quite a collection of cards. Read on for some valuable tips on what to do with these cards so they don't end up in huge meaningless bundles-your collection of cardboard.

What will I do with all these business cards?

Steps to take after you exchange business cards:

Within 24 hours of meeting the person and ideally while your memory is still fresh, write on the back of the card:

- The date you met the person
- The place you met the person
- Something you remember about the person - the WOW. This is the thing that is unique to that person, their special interest, what they do outside of work, how they spend their free time etc.
- Any action needed

There are many electronic customer relationship management and database management tools available today. These tools are only as good as the information recorded in them. So if you take good notes and start with the back of the business card you will have a good basis for follow up contact.

Some readers may be wondering how they will find out the WOW about the stranger they have known for all of two minutes. Most great networkers don't talk about work with people they meet. Their focus is totally on the person they are speaking to and they will often ask questions like: What do you do outside of work? How do you spend your free time? What was the highlight of your weekend?

Finding out what someone does for fun, how they spend their weekends, what their interests are-these are the things you would write under the 'something you remember about the person'. This is the WOW!

Can you imagine someone ringing you today who was able to quote the topic of conversation they had with you four months ago when you first met. Would you be impressed? I certainly would and I am constantly. What that person has shown me is that they listened to my answers. They weren't just pretending to be nice to me. They are proving to me that they want to build a bridge of trust and communication with me.

THE BEST NETWORKERS ARE THE BEST LISTENERS

PEOPLE DON'T CARE HOW MUCH YOU KNOW UNTIL THEY KNOW HOW MUCH YOU CARE

Successful networkers wow a customer or prospect every day. First we have to know what will wow them? The only way we find that out is to ask them questions about themselves, their interests and listen. Giving someone in a crowded room sixty seconds of uninterrupted time and undivided eye contact is far better than ten minutes of only half listening, with your eyes darting around the room.

Great networkers make HEART TO HEART CONNECTIONS - they listen with their heart as well as their ears. Whether their conversation lasts for ten minutes or ten seconds, the speaker knows that they have your undivided attention. Listening with a total focus to a person is the greatest compliment that you can give them. And it is the foundation for building that bridge of trust. The brief notes you make on a person's card act as a memory trigger to wow this person when you reconnect with them.

Any action needed

If you have met someone at a networking function or a social event honour your commitment and follow up. Always do what you say you are going to do. But never overcommit. Far better to say, you will receive that article next week and then send it three days early than to commit to them having it within a few days and be a week late. Stop trying to be superman or superwoman.

At times, there are not enough hours in the day and my systems let me down. I may find a business card with a note on the back and realise I have not actioned it or correspondence is long overdue. My advice is be honest. That person is human too.

Apologies for taking so long to get back to you. Your card was buried in my in-tray. Hope I'm not too late to give you this information..... This is far better than never getting back to them and then being totally embarrassed the next time you see them.

Hand written notes versus Emails

A hand written note of even just 25 words is sometimes the most powerful networking tool to create a positive impression. Everyone is busy; no one has time to waste. Most business people's inboxes are overflowing with a combination of spam, unnecessary emails and maybe 20% important stuff. An email from you saying 'great to meet you at such and such' will probably be deleted instantly.

But, a personal note attached to your brochure or proposal can enhance the lasting impression you leave with your contact-plus it has more chance of being read and less chance of being deleted into the waste paper basket.

Example:

Hi Mary,

Great to meet you at Sue and Keith's wedding. You mentioned you may be interested in purchasing a laptop. Have enclosed the latest brochure on our top of the range machines. Call me if I can answer any queries.

Regards

John.

PS. Hope your daughter's birthday party was a great success on Sunday.

This brief note may take one minute to write and cost you maybe one dollar in stationery, including postage. What impact will this have on Mary when she receives it?

Many people make the mistake of thinking if we meet people in a social environment it is not business and don't follow up, or even worse, think it's not appropriate to follow up. Wrong on both counts. Non-work related events are more and more the place where business is being done in the marketplace.

Is there anyone you have met in the last fortnight who is still waiting to be followed up?

What action can you take today to reconnect with this person?

Have you missed opportunities in the past because you did not follow up?

Is it possible to rectify that today?

Email is a great tool for connecting with past prospects. You might forward an invitation, an article, something of interest to them or just a 'thought of you today, let's connect' email. Choose the days when you send this-avoid Monday and Friday when the inbox has usually backed up after the weekend and a busy week. Don't send long emails, jokes, big files. The quickest way to get a prospect off-side is to fill up their inbox with junk. Remember we are trying to build a bridge-connection by connection.

Trust is the cement that keeps the bridge together until finally it joins in the middle. We then have another person with whom we share mutual trust and respect in our network. This does not happen overnight. We develop trust and earn respect.

KEY POINTS:

One in four of the strangers you meet at networking events will become prospects, clients or referrees.

If you are not generating business from attending networking events you are not speaking to enough strangers



How to generate endless referrals

Be seen, get known, move ahead

In this chapter we will explain the importance of being remembered and being remembered positively. No point networking if you constantly create a negative impression. This is about the important step of turning business cards into business and generating a regular stream of referrals.

Why is it that out of two people who regularly attend a function, one gets known really quickly and the other barely has their name acknowledged by a handful of people? What is the missing link here?

In the networking environment those who are remembered are the people who:

- follow up when they say they will
- refer business to others regularly
- promise good, deliver great, constantly exceeding people's expectations
- connect people they meet with people they can do business with
- generously share information
- believe in the networking concept that there is plenty for everyone-plenty of business, plenty of money, plenty of opportunities, plenty of ideas. Maybe all of these are not in your possession now, but they could be one day

The people who fit all the above become SPHERES OF INFLUENCE. They are not born spheres of influence, they become spheres of influence. In the old days when companies were over-staffed one of the classic spheres of influence was the tea lady. The tea lady knew everything about everyone.

People talk to these people and freely share information. In today's busy world, the spheres of influence are not necessarily the Chief Executive Officers or Managing Directors. Spheres of influence often hold the lower ranks within an organisation.

SPHERES OF INFLUENCE are people who know a little bit about a lot of things and a lot about one or two areas. They are very generous in sharing information, remembering what is important to you and always keeping in touch. They have generally earned respect from their peers and networks and are trusted by many.

In a recent radio interview I was asked if networkers were born or made. My reply was that born networkers are natural spheres of influence and fit the above description. Other people can learn how to network by practising their skills and ultimately becoming a sphere of influence.

What an exciting world we will live in when everyone embraces this concept and freely gives information, business leads, resources, assets, the works.

Spheres of influence are the people many companies try to attract to endorse their products. Spheres of Influence always work with integrity and are rarely seen endorsing something or someone they do not believe in. So what would it take to make you a sphere of influence and build a positive profile in your company or your community?.

Let's start with a list of networking habits that will help build your profile systematically and affordably.

Profile building strategies

- Exchange a minimum of twenty five business cards a week
- Send a thank you card a day. Make sure you send some to non work related people who may have helped you in some way that week

- Attend at least one networking function every week. Be prepared to try new or different networks, preferably where there are a lot of new faces.
- Nominate for a committee position. We all know you don't have any spare time, no one does. You are the one who wants to raise your profile so become a shining light in your sea of competitors. Consider becoming involved in a specific committee that you are genuinely interested in. It may be sport, the arts, the environment, the political arena, wherever your interest lies. Maybe in the short term you just offer to help out on the registration desk, or the meeting and greeting. Wear a name tag, introduce yourself to others, find out how you can help people. If they are seeking assistance in fund raising, who do you know who may be able to donate something? You don't have to do it for the rest of your life, who knows you may even enjoy it. More importantly you are networking with decision makers and people who are making things happen and who know other people who are making it happen in the marketplace.
- Develop a win/win relationship with your printer. It is important that your letterhead, with compliments slip, business cards reflect the image you want to create. And these also tie in with your website, home page and all electronic promotional material. If you are starting out in business and your budget is limited meet with a reliable printer who can discuss an entire range of items with you and as your business grows you can introduce more items to your promotional material. When you are out networking you will meet lots of people who may be interested in your products or services one day, but not today. So you want to have a good quality brochure or flyer that you can leave with them or send to them.

Many people make the mistake of outlaying a lot of money on a fantastic promotional package and then not using it wisely. Leaving it on the shelf because of courier or postage costs or saving it only for your definite customers is false economy. As a result no one knows what you have to offer and the brochures rapidly go out of date.

- Find a good web master who understands your business, your budget and the message you want to create. Develop a lasting relationship with this important person. Technology enables us to reach many people quickly and affordably. It is important that your website reflects your message and your image. Ask trusted

friends and a stranger or two to give you honest feedback on the message your promotional material conveys. Is it congruent with the message you want to give? Are you fun loving and carefree and yet have a very conservative website? Are you giving mixed messages? It is best to ask the opinion of people who do not have a vested interest in the material.

- Remember people's birthdays. Birthdays are generally fun days, even if we don't want to grow old, our birthday is our day. Remembering clients' birthdays is a thoughtful, low cost, keep in touch idea. If you think sending birthday cards might not be appropriate for your more serious occupation, consider taking the conservatism out of some of your business practices. Christmas is for everyone, a birthday is your special day. How do you find out someone's birthday, ask them? Many businesses ask people to fill in application forms where they list their date of birth, so you already have access to this. Alternatively just ask people to tell you their birthday.

Please note, birthday, not date of birth. Some people are very guarded about their age, however, they will happily reveal their birthday. Again technology comes to the rescue with the birthday reminders. All you have to do is ask the question, when is your birthday?

- Running a Melbourne Cup Sweep for your clients is a great way of being remembered positively. The week before the race prepare a budget for the prizes and prepare the list of clients who will receive a runner in the race. Prizes may include dinner for two at a restaurant, movie tickets, wine, flowers-whatever suits your budget. On the day before the race, prepare the sweep, make a call to the client advising what horse they have drawn and the potential prize. Enjoy the Melbourne Cup Day activities and remember to follow up the next day with congratulations to the list of winners. Be warned, this is normally so well received that it may become an annual event for you.

Don't be afraid to do the things that haven't been done before in your industry. The fact they have not been done before does not mean they won't work.

- Easter is another occasion you can use to build your profile. You might give a small Easter egg to everyone who comes into your retail outlet during the Easter period. Be prepared, ideas like this are well received and usually get talked about in the community. Best to put a line - *while stocks last* - in case you have a huge rush.
- Retailers are always looking for something new to draw customers into their shops. One newsagent I know has Monday as his red frog day. Anyone who makes a purchase over \$3.00 gets a red frog (a little sugary sweet). He is located in a central business area and of course it is not surprising that Monday is one of his best days.
- A boutique I know does not discount clothing; however, they have a policy where anyone who purchases garments over \$250.00 receives a complimentary pair of earrings. Spend over \$500.00 and a scarf or belt is included with the purchase.
- A restaurant within a large club gives a free lunch to anyone having a birthday (of course with documentation to prove this). Do you think many people celebrate their birthday alone? Not usually, the record is a booking for 25 people - all from one complimentary meal.

Simple ideas can positively increase your business profile. Low cost ideas designed to value your clients can achieve remarkable results.

Postcards

Some people have a general postcard that they use for all networking correspondence. Postcards work quite effectively in that you have a limited space to write your message, your company details appear at the bottom of the card, you save on envelope costs, and your message stands out from the other daily mail. The front of the card may be a photographic design, cartoon, line drawing, something related to your business.

Since relocating my business to the far north coast of New South Wales I have started a hobby taking photos of sunrises and I now have hundreds of photos of beautiful sunrises. I have had a sticker made advising of my change of address details, mentioning my hobby taking sunrise photos and saying that I would like to share this one with you. I then write a small hand written note on the sticker attached to the back

of the photo. The feedback to date has been very positive. Sunrises are something that not everyone makes the effort to see. I love sharing them.

If you would like a sunrise postcard sent to you, please email me at [**robyn@networkingtowin.com.au**](mailto:robyn@networkingtowin.com.au) and include your postal address. Yes, this is snail mail and if it was digitised I could email you the same photo. However, when you receive your own sunrise postcard -a reminder of the magnificence of nature-I know you will be pleased that I did not email it to you. It's just not the same.

Newspaper articles

International and interstate newspapers are available at all capital city airports and many five star hotels. Plus you can subscribe electronically to a daily summary of what has happened around the globe. At least once a week I buy international papers to keep me up to date with global trends. There is something about actually holding a newspaper in your hand that technology can never replace for me. I then read these papers cover to cover with the eyes of my clients. I am constantly looking for articles that may be of interest to my clients, things they may have missed or not seen at all. If I see an item of interest to a particular client I then send it to the client with a hand written noteThought this may interest you.

Perhaps they have already seen it, but more than likely they have not read it and will be impressed that you have thought about them, and not only when you want an order from them. This is the biggest mistake sales people make; contacting customers only when they want them to place an order. You can never hope to build a relationship with this attitude. Keep in touch with clients, find a reason to contact them. The result-you never ask for an order because clients ring you.

Just in case you are thinking I'm a techno-phobe-I assure you that I am not. I have a number of fantastic websites. Check them out.

[**www.networkingtowin.com.au**](http://www.networkingtowin.com.au)

[**www.seachangepublishing.com.au**](http://www.seachangepublishing.com.au)

[**www.robynhenderson.com.au**](http://www.robynhenderson.com.au)

My inbox bulges with over 200 emails every day, and I forward lots of emails to people who I think may be interested in them. Yet to me, nothing beats the personal touch. The fact that someone has taken the time to send something that they believe is relevant, useful or helpful to me. I am sure I am not alone on this point.

All of the above ideas help you to build the networking bridge and put another link in the networking chain. Each time we make non work related contact with another person our links grow stronger and stronger. We are constantly developing trust and earning respect. Networking is really the glue that keeps relationships together.

When do the referrals start coming?

You will start to generate a regular stream of referrals as your profile builds. You will also find that if you start giving referrals away you will start receiving referrals. Let's look again at some simple systems to ensure your referral flow is constant.

- Give away one referral every day. Become known for the number of referrals you give away. Explain clearly to the person receiving the referral that you expect them to do their personal best for this person and that you expect them to get back to you and let you know how it goes. If these two criteria are not met you may consider finding another person who values your referrals more. Feedback is critical. You need to know if you are giving good referrals to the person or if you are confused about what that person actually does and your referral is inappropriate.
- If you refer business to someone whom you have met socially but have never done business with, mention this to the person requesting a referral. It is important to cover your good name always. Also ask that person to get back to you and let you know if the supplier met your expectations.

Businesses which rely on referrals and find their referral sources drying up wonder why. Each time you receive a referral you need to have a system in place to thank that person. Whether you acknowledge the referral by email, fax, a phone call, a bunch of flowers, bottle of wine, a magazine subscription-whatever is appropriate for the size of the referral-there needs to be a system in place.

I recently polled a group of people (100) on whether they would prefer a written or a verbal thank you for giving a referral. Ninety seven people (97%) preferred the written thank you. Written thank you notes are placed on the notice board, shown to other people and remembered.

If 99% of your business could come from referrals, would it be worth having a system in place to acknowledge these gifts? Yes, referrals are gifts. They were given to you freely. Again this is where having stationery supplies on hand to assist with these systems is very important. Add a page to your list of company procedures outlining what happens when you receive a referral. As your business grows each staff member reads the book of procedures. This may only be half a dozen pages. Can you imagine the potential of whole companies working the one system of giving regular recognition to their customers?

- If you have no intention of using referrals don't ask for them. Some people spend all their time collecting referrals and then never follow up. Don't waste people's time-a real networking sin.
- Diarise time this week to track your last 25-250 clients-where they came from, how much dollar value you place on past and potential future business opportunities with them, and how much money was spent to get their business in the first place. If the business came from a referee or sphere of influence, did you acknowledge or thank that person and advise them of the outcome of the lead?
- Create and maintain a database of prospects and aim to add to this list every week. Keep updating information about these potential clients until you have complete contact details, a list of their interests outside of work and any of their major achievements. The more you know about someone the easier it is to communicate and network with them regularly.
- The universal law of recency states that the person who made the last contact, more often than not, is the person who gets the business. Not everyone has effective data management systems in place. So, when potential customers need a new supplier or want to re-connect with an old supplier, they often have no way of tracking where your business card is or how to connect with you. If you are regularly sending prospects and clients an ezine, newsletter, update, new product release, or just a keep in touch article, you make it easy for people to do business with you.

How to generate endless referrals

- Spend money locally. Spending money in your community not only contributes to the local economy and provides employment opportunities, it is a great way of showing support to others. Sometimes you pay slightly more for certain products, however, if you want people to support your local business, look at how you can support theirs.
- Always ask the new client or prospect, How did you hear about my business? If you don't ask the question you don't know which of your marketing strategies are working for you.

What you give away comes back tenfold

The law of reciprocity at work can give us a steady flow of leads and referrals. If you are unable to give a daily hot business lead, think about referring a restaurant, movie, name of a great supplier or share a positive customer appreciation story within your network. As this becomes a daily habit, you will find that you start to receive daily referrals from others. The interesting phenomenon with referrals is that the people you give the referrals to are always indirectly connected to the people you receive referrals from. What goes around comes around.

KEY POINTS:

Mastering the art of giving referrals takes practice.

When mastered it will ensure the growth and longevity of your business.



YOU ARE A STAR!! What a fabulous presentation. The only problem was our time constraints - we could have taken hours more of your time. The content was great, your delivery engaging and the results are already coming in. We hope we can see you again in the near future.

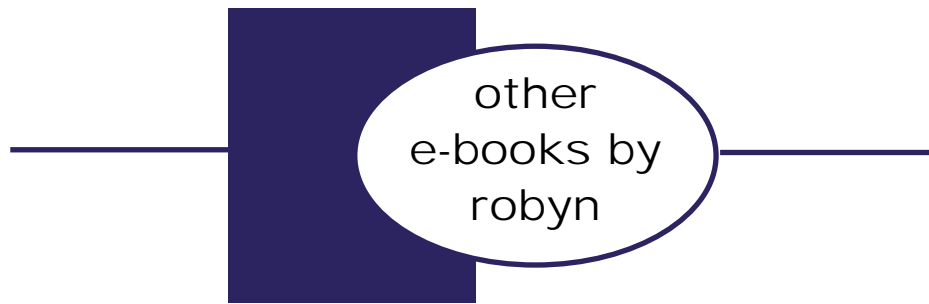
*Managing Director
Richmond Asset Management
Hong Kong*

Sincere thanks on behalf of the BNZ Private Bank team for your motivating and inspiring presentation which helped make our conference such a success. We have had positive feedback - all enjoyed your presentation style . Many delegates have more confidence in developing their networking skills and individual networks, while the skills and strategies you presented have enabled them to achieve greater success. We look forward to working with you again.

*Head of Private Banking & Financial Planning
Bank of New Zealand
Auckland, New Zealand*

I write to extend our appreciation for your appearance at the Awards Dinner. Many guests commented on your inspirational message and the sincerity of your presentation.

*General Manager, Marketing & Resource Development
Lifeline, Macarthur, NSW*



BE SEEN GET KNOWN MOVE
AHEAD - ebook

Part 1 - All About You-Your Best Resource

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Part 2 - How to Move Ahead and Make an Impact

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Part 3 - Promoting Yourself-Getting Out There

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So You Want to Write a Book?

An Extract from Be Seen Get Known and Move Ahead
By Robyn Henderson and Marg McAlister Revised 2004

Write and publish your own book Writing is not something that comes easily to most of us. It is a craft which has to be constantly honed-even for writers with books on the bestseller lists! There's always some new technique to be mastered or a sentence, which could be improved.....

NETWORKING FOR LEADERS -
2002 RELEASE - ebook

This information loaded ebook includes definition of the universal laws, which form the basis of networking, cross networking with competitors, income building versus income generating, connecting from the heart and much more.

NETWORKING FOR \$UCCESS -
ebook

This is the only way to get a copy of Robyn's first book - now an ebook. The ultimate networking guide takes you on a "HOW TO" journey from exchanging business cards to building rapport, to writing business. Ideas packed.

ARE YOU THE VIP IN YOUR LIFE?
ebook

Robyn's second book available in ebook form. How to regularly acknowledge yourself as a VIP and give your self esteem a boost every day. Cultivate a 5 minutes per day healthy habit that will boost your confidence today.

BELIEVE IN YOUR DREAMS ebook

SELF ESTEEM and CONFIDENCE BUILDING for unemployed people who want to work. Learn how to be the best that you can be ... YOU are the MOST IMPORTANT PERSON in YOUR life. If you disagree with this statement, you need to read this book.

DARE TO DREAM ebook

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

If you know any women who match any part of the above description - this book is the perfect gift for them.



**Products by Robyn Henderson available at
www.networkingtowin.com.au**



Building relationships for your pocketbook and soul - featuring Bill Gates, Deepak Chopra, Collin Powell, John Naisbitt and Robyn Henderson (to name a few of the authors). What is the difference about master networkers, how are their lives different? What actions lead them to greater success than the rest of us? All your networking questions answered.



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.



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

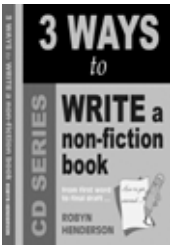


If you want to have more time to network effectively and get a serious return on your investment, this one hour informative CD is a must for YOU! Pack contains a 60 minute presentation - interview style - with Robyn Henderson and Lorraine Pirihi. Also includes 2 bonus e-books!



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.

products



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.



This practical 144page book will give you 366 instantly useful tips - one for everyday of the year. Advice which is affordable, effective and easy to implement. Generate endless referrals immediately



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

3 CDs, 2 ebooks



This is the only way to get a copy of Robyn's first book - now an ebook. The ultimate networking guide takes you on a "HOW TO" journey from exchanging business cards to building rapport, to writing business. Ideas packed.



To book Robyn Henderson for a keynote presentation, half or full day workshop nationally or internationally, please contact:

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www.robynhenderson.com



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 see 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 the 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, not only will this reduce the retail cost of books, but 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 Robyn 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