

Networking that

really
works



Michelle Price-Johnson



Networking for People Who Hate Networking

-MICHELLE PRICE-JOHNSON

Networking for People Who Hate Networking

Most people that hate networking or get minimal results at it, are simply doing it wrong. When you change the focus of why you are networking, it can actually be fun and super successful.



Recently a friend of mine asked me to give her a coaching session on networking. She is one of those people that always has a smiling face and is ready to share or help. So of course I said yes.

I was surprised that she would need coaching, since she has such an outgoing personality. But, as I talked to her about what her needs were, I could see that she, like my husband and many other people, get shy when it comes to networking for business.

At church and with friends and family, it can be easy to talk and hold conversations, but when it comes time to network for business, community and other aspirations, a stumbling block can appear.

I have figured out the cause, and have a great remedy for you.



It's not about you! - The main reason why many people network is so that they can get something from someone else. What makes people hate networking is the thought of having to “beg” for someone’s attention, time or capital.

That is backwards and usually won't net you the deep lasting connections with people of influence that you are hoping for.

Instead, think of what you have to give to the people you are hoping to network with. When you realize that you are there to give your product, service, expertise to whomever needs it, your feelings and success with networking will change.

People who are having a tough time networking usually fall into two categories:

Sharks - They are working the room, seeking whom they can devour by way of getting contact info, business advice or money. They move through the crowd chomping away. Once they get as much value as they can from you, or a better choice passes by, they are their way on to the next meal.



Let's say an executive or investor has a chance encounter with a shark. The shark will immediately begin trying to get information, email addresses and other info so that the executive will give him the resource he needs.

The executive will most likely give out the "can't really contact me" email address and phone number. No one likes to be nibbled on and there is no benefit to the executive for meeting the shark.

That opportunity is lost because of greed and over zealousness.

Guppies - They hate networking because deep down, they don't really feel that they have anything to offer.



Their hope is that someone will miraculously help them with free information, coaching, time, etc. They don't really have a plan and are much more “corner of the room” than the “center of the room sharks”.

Guppies rarely go to network events because they would actually have to speak to people.

Let's say our guppy happens to be on the elevator with the VP of Finance. Since our guppy wants to make a good impression, with sweaty palms, the guppy either quietly says, “ I'm Nick in accounting” and quickly looks down as he shuffles through the damp papers in his hands” or the door opens on the elevator before he could get anything out.

This opportunity is lost because of fear and insecurity.

The problem is that they are focused on themselves. Both the guppy and the shark are hoping to get something from someone else, when they should be focused on how they can help other people with what they have to offer.



Instead of thinking, “I can help you streamline your sales with my new RevGen 2000”, the shark is thinking about how he can talk his unsuspecting prey into giving up cash, time, and influence.

The guppy feels so insecure about his/her abilities or worth, that they can’t confidently speak up about themselves. The guppy loses out on opportunities because she feels no one will give her what she needs, so she doesn’t speak up about the new ways that she has found to save the company thousands of dollars.

In both of these scenarios, the shark and the guppy viewed networking as a way to gain instead of a way to give.



The solution –Instead of trying to get something from someone else you should be offering people what you have to give.

Be a Dolphin! Think of the always smiling, waiting to have fun with you and will rescue you from trouble, amazing dolphin.

When you view networking as a way to help people, it changes how you view yourself.

Be engaging and confidently know that what you have to offer is good and can help someone else. Enjoy discovering more about people you meet so that you are able to accurately find ways to help them with what you have. That is what encourages lasting relationships and more comfortable connections.

Really focus on the concept that you are helping other people with what you have to offer. The need you.

This transitions you to the second part of this resource: Networking that Really Works!

Networking that *really* works



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Good Connections Breed Success

Having a tough time networking because you are shy, introverted or just don't like having to "sell" yourself? Follow these four steps to get you connected with your company VP, or your next business prospect. Better yet, you can go from "Hello," to "Here's my business card," in two minutes.



Change your thinking! Instead of thinking that networking is all about how you are trying to "get" something from someone else, understand that the best networkers are there to "give" their knowledge, service, expertise and information. Exchange your old thinking of, "I'm here to get new clients" for "I'm here to share my services and experience".

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Listen! – When meeting new people, how will you really understand how you can help them, if you are only thinking about what you are going to say next and talking about yourself? Ask questions and consider what their goals are. That will help you figure out if you are able to assist.

Clarify! – Ask questions. If someone is telling you that they just launched a DJ business and you offer accounting services. Don't just throw your budget knowledge at them. Find out how they currently keep their books and then offer solutions to help them manage expenses, file receipts, etc. When you understand their goals, you can better understand how to help.

Engage! – Yes, you actually have to offer them your business card or get their email address. Once you have done the first three steps, you have made a connection that makes it natural to keep in touch. Always have a business card with your website, phone number and email address. Make sure to have a great tagline on your card so that your new client will remember exactly who you are and what you provide.

Follow-up! – This may seem like a no brainer, but **how** you follow-up is key. If you can, in less than 24hours, send a quick email letting them know that you enjoyed meeting them, and that you are available to help them with their XXX (the information you learned while listening and clarifying).

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Your email should only be a couple of lines. If you have one, include a link to your stellar website. Even if you are short on funds, places like WordPress let you create a site for free.

Make sure that you have a great signature set up in your email settings that lists your service.

Here's a template to a great follow up email:

Hi Jason,

It was great meeting you yesterday at the Summit. Your DJ business is really taking off. I can definitely help you keep up with your receipts and free you up to focus on making great music. Let me know when you are ready!

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Keep great records of everyone you connect with, and follow up regularly, but not too much. A good rule of thumb is to follow up:

- within 24 hours of meeting say “hi”
- always respond to their emails within 24 hours
- Follow-up 2 weeks after last email or response
- Follow-up Every 30 days for 60 days (if no contact)
- Still no response? Follow up every 60 days via email.



****Even if they don't need your service today, that could change next month or they could refer you to someone who does.**

These are easy and quick tips to give you a process to networking. In the next section, I give you a great script that has helped many people by taking away the anxiety of 'coming up with something to say'.

Try practicing with a friend or family member, and then be ready to roll at your next industry event, business meeting, or next Sunday at church. You can do it! I am here to help. -MJ



Hello to Here's My Card... In 2 minutes

STEP BY STEP SCRIPT TO SMOOTHLY COMMUNICATE
WITH PEOPLE FOR LASTING CONNECTIONS

Hello to Here's My Card in 2 Minutes

The scripts provided have helped many people by taking away the anxiety of 'coming up with something to say' and being focused in collecting contact info from potential clients, friends, or a future spouse.

Key to remember is that people are people. Just like you, everyone wants to be liked, respected and feel connected to people with whom they have shared a positive experience.

Your goal is to create a fun, safe and valuable environment. Don't worry, it isn't hard. Follow the steps and be yourself..

Try practicing with a friend or family member and be ready to roll at your next industry event, business meeting, or next Sunday at church. You can do it!

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Hello to Here's My Card in less than 2 min!

The following scripts are designed to help your conversation flow. The key is changing your focus from how *they can help me*, to **how can I help them**.



Hint* Remember these 4 phrases when it's time to connect and you will be a networking ninja!

- 1) I am/You are** - This is your first contact with your connection. Intro yourself!
- 2) I do/You do** - Tell your connection what you do, and ask what they do. Make sure to listen and clarify.
- 3) What I've got for what you've got** – How does what you do connect with your new contact? Connect the dots and offer to help.
- 4) Here's my card** – Offer your card, and make sure you walk away with a phone number/email address.

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So, how does this look in real life? Here are a couple of examples!



Connecting with someone you don't know (Networking mixer, Conference, Meeting, Grocery Store)

Greet – I am/You are – “Hi! I’m Jason.” “I’m Tom.”

Connect – I do/You do- “Currently I work at State Farm in accounting, but I am starting up an accounting service for new businesses, what about you?”

Merge – What I’ve got for what you’ve got - “Wow, you have your own DJ business? If you need help with your books, I’m here. Keeping up with business expenses and receipts can get complicated. I can take that off of your hands.”

Close – “Here’s my card. My email address and website are here. I can send you my free tip sheet on getting your paperwork ready for tax time. What’s your email address?” (say this with phone in hand).

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Your Turn. Write out your own script for meeting someone you don't know.

Greet – I am/You are –

Connect – I do/You do- Explain what you do in one sentence. Be sure to Listen as the other person speaks.

“I

Merge – What I've got for what you've got. Clarify what they do and show how you can help.

If I can ever

Close – Give out your contact info and get theirs.

“Here's my

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Connecting with someone you know, but that doesn't know you

(company executive, celebrity, investor, etc.) The following give two scenarios. A company executive and a celebrity/official. The greetings vary slightly, but the other components remain similar.

Greet – I am/You are –

(Meeting a Company Exec) “Hi! I’m Jason in Accounting. The new initiatives that you have added to the Accounting department are really making a huge difference in our ability to maximize productivity”.

(Meeting a Celebrity/Official/Investor) “Hi! I’m Jason Jones. It’s great getting a chance to tell you that what you have been doing to help change the problems with homelessness has been really encouraging.

Connect – I do/You do- Explain what you do in one sentence.

“I currently work in accounting and I have been helping to raise money for earthquake relief with my group’s local initiative”. (Be truthful)

Merge – What I’ve got for what you’ve got. Clarify what they do and show how you can help.

“If I can ever help here locally, let me know. It was great to be able to tell you that what you do is working, and inspiring”.

Close – Give out your contact info and get theirs.

“Here’s my card. My email address and website are here. I’d love to stay connected with you. I know that you may have someone that I can connect directly with if it would be easier for you. What’s best for you? (say this with phone in hand).

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Your Turn. Write out your own script for the following scenarios:

Greet – I am/You are –

(Meeting a Company Exec) “Hi! I’m

Connect – I do/You do- Explain what you do in one sentence and make sure to Listen & Clarify as the other person speaks

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This quick tip sheet is a dialog starter. Feel free to edit the script to fit the occasion and your own personality.

Still nervous? Want more info, private coaching? Everything is even better LIVE! I can walk you through each step and coach you to networking mastery. Connect with me at michellepricejohnson.com .

Have a sales or development team? My *Networking Team Tune-up* is a great training for sales and development teams to boost conversions from cold-calling and creating meaningful prospects. Visit the “Your Business” section of my website to connect with me.

You are ready to rock any networking opportunity! Relax, have fun and smile! You’ve got this! -MJ