

Module 3

Lesson 3: Get Networking

Module 3 Lesson 3. I don't even know why I'm counting maybe that's all I can do - 3. Alright, today we're going to be talking about lead generation activities most importantly, we're going to be talking about networking. You know I love that term - if you're not networking, you're not working. I don't know about that but it used to be back in the days but I thought I'd just bring that up. Now networking is going to be cool, right? So you want to make sure that you're really getting effective at networking. A friend of mine, Ivan Misner, actually he's the CEO of BNI (that's Business Networking International) It's the biggest networking organisation around the world actually he shared with me at one of my presentations and he shared, he said 'Nick, you should be doing anywhere between 6 to 12 hours of networking per week.' Now I don't know about you but 6 to 12 hours is pretty tough especially if you got kids, family, whatever it may be. So I think of it like this, if you get to 1 or 2 networking events per week, fantastic! And there's no reason why you can't. You can do a breakfast one, usually there are like 7 to until about 8:30 somewhere there. You can do an after hours event. I used to go to these all the time and I still do. I love going to networking events and the after hours events are usually from 5 until 7 so they're not too late. You won't miss out on your beauty sleep. I can guarantee you that. You want to make sure that in a networking event It's how you get prepared for it, what you do at the networking event I'm going to show you that, and how to make sure that you've got a favorable outcome.

Here are the 3 areas that I want to talk about:

1. What is your objective? There is an objective when you get to the end of it and by the way, I know that you keep hearing this common theme throughout this. What's the objective? What's the goal? What's the clarity? What type of target audience do you want? Who's the right person for you? You see it's a theme I want you to get clear because if you're clear as a business owner you're going to be good to go and it's the same with networking. Don't just go there and hang out whatever. It's about being having an objective behind your networking. Why? Because time is money.
2. Next thing is style and type. What's your style when it comes to networking? Are you like, hey big Timmy Trumpet walk-in, cool, cool? Or maybe you're a little bit more laid back, see what's going on and see what suits you. And the other one is what type of networking events? I hate the ones by the way that are like speed dating. You know, you meet there and go 'blah, blah, blah' talk to the next person 'blah, blah, blah' and in 60 seconds the bell goes and you go talk to somebody else. Man, that's not my thing. I can talk legs of a chair, right? The important thing is that is not a problem for me but you know what it's not my vibe. I like to hang out, chill, get to know people and just do my thing. Cool?
3. And the last one is follow up. Write that down again and say it 5 times. Follow up, follow up, follow up, follow up and follow up. I know I'm just having some fun with you. 5 follow ups.

So when you get to networking, you want to understand, let's get to part 1. You want to understand: What's your objective? So what are you going there for? And here's how I think about it. I go, look, I'd really like to meet, as an example, an accountant because that's what I'm going in for. Why? Because from a joint venture perspective someone like an accountant for me is really good. They've got businesses, I'm a business coach makes kinda sense. So for you, you might go, well I'm in the wedding industry (as an example) and it would be really cool to meet a jeweller there. Right, do you see how the objective is to meet someone. Now it doesn't always happen that there's an accountant there or a jeweller or whatever that you're after but at least you're going there with an objective and what's an objective? Objective is the first point of contact that you want to create or that's what you want the outcome to be but guess what sometimes, yep you guessed it, sh*t happens! That's just the way it is so you need a plan B. So if objective A isn't right, hey cool. You're still there you can go with plan B so you always plan 2 objectives when you're going for a networking event. Got it? Now another objective for you may be to get in touch with 10 business owners in particular category and as an example, could be if you're a financial advisor well maybe a mortgage broker is good, maybe someone that does insurance is good, maybe an accountant is good, maybe a business coach is good. Somebody that's good maybe a pretty cool database that's similar to - maybe they own a

retirement village. Whatever it may be. So do you see there's all different things and people might say retirement village with a mortgage broker? Well guess what, people that are in the retirement village got kids more than likely and at a right age where they're buying property. Or their kids' kids have got that. So I don't always think so tunnel vision there.

Let's talk a little bit about type. I believe that there's 20 different types but let's talk about 5 that I think are going to be cool. 5 or 6.

1. The strong connection type - this is one where it's a lot more focused and people that are introducing with each other, they're talking about business, they're talking about their own business. They're really getting together, it's a strong connection, it's a bit sort of clique-y but once you're in you're good to go. That's a particular style or type of networking event.
2. Professional Association event so I know when I used to present for the Master Builders' Association. They actually used to have a part of it that was networking so it was an association that actually put this on.
3. Next thing is like community events and club. Guess what, clubs actually have networking events as well. You've got to go on and check them out. So there's things that you could do with that. It could be, may be sporting events where they get together for a something like a snooker tournament or a poker tournament. They're still networking event so just not necessarily happen to be business event but guess what, there's actually business owners at these events, right? Think out of the square, good good.
4. Now next one could be something like a social or business group. We've heard them before obviously
5. And the other one may be an industry organisation. So maybe it's a larger event like a trade show or a trade event that there's a lot of people, there's part of it is networking. Sound cool?

So you want to know what really suits you and what type of networking events going to be good for you. So let's talk a little bit about style and positioning and you can see in this slide what I'm talking about. Now let's think about it like this: there's 2 different positions especially when it comes to networking. One of them is a closed position and the other one is an open position. I really like the open position and it's pretty simple to go from the close position to an open position simply by just shuffling your feet to the side and guess what, instead of me being face on with you I've just tilted over a little bit. Do you see, it just creates an opening or a triangle. Now the best way to look at that is just be aware of it! If you look down and you go, 'oh cool, I can see my feet are kind of pointing straight into the other person' That gives you an indicator of that you've probably in the close position. If you look down and your feet are kind of open a little bit, more like a duck's feet, guess what it means that you're in an open position. And all you have to do is simply say to somebody, 'hey is it okay if we just let other people join us for the conversation' It makes it even more exciting. And most people are really cool with that. So don't worry too much about it.

Now networking is like any other activity. The more you do it, the better you get, the more you get to understand how it works, the better you get to enjoy it. I remember my first networking event - you know I was sitting in the corner for a long time because I just didn't feel, felt a little bit daunting. Yep me too, I can feel like that sometimes. Now, hey I'm cool I get it I just go and hang out and I really enjoy it and I try not to get too intimidated or freaked out with it. Cool? So you got to understand what your position is at a networking event.

Now let me talk to you about networking mistakes because it's all good and proper to tell you all cool stuff but it's also cool to know what not to do.

1. Don't be inappropriately dressed. You don't want to rock in with thongs and boardshorts like you have just come from the beach. And you don't want to have like really super short skirts and revealing stuff. For me it may not give the right indicator for people and I think in the business setting especially and may feel a little bit unprofessional. So whether you're male, female just be cool, dress appropriately.
2. Going in for the kill. Have you ever been to a networking event where you meet somebody and they're like 'buy my stuff, buy my stuff, buy my stuff!' Whoa! Take it easy man! Let's just have a dance first before we get engaged! Take it easy! So you don't want to be that type of person trying to grab you by the throat to buy stuff.

- It's just not cool cool.
3. Not following up. The worst thing you do is just go at a networking event, collect all bunch of cards, which I've seen time and time and time again, and then not do anything with it. Gives them cool thing, may give them some stuff, have a drink and that's about it but not really come out with an outcome.
 4. Maybe they expect to walk away with plenty of referrals on the first visit. Hey man this is just a process - you can't just be cool straight away. Sometimes it's like the Karate Kid and Mr. Miyagi, where the Karate Kid catches the fly and it's 'beginner ruck' Well sometimes it might be beginner ruck for you but guess what, not all the time. Usually you got to work at it.
 5. Be too broad and not be specific. It's like you're not kind of there for any reason you're just doing whatever. It's not cool.
 6. Not being professional and professional means that maybe you just not happening, you haven't got you don't understand about your product or you're just not being cool. You're not using language that maybe isn't appropriate or that type of stuff. Just be cool. Cool is key.
 7. I'm going to add one more to it - maybe you need to be referral ready. What the hell is referral-ready? People want to do business with you right? That's what a networking event is about people are there to do business and find out how to start the journey together. But if you're not referral ready, it's not cool if you don't have a card, you forgot your phone, you forgot all these stuff, you're supposed to bring a brochure but you didn't or I don't know, not happy, you didn't bring a pen. These things are important to have.

I want to show you a really cool technique that I've used to literally close over a 150,000 grand with the business from networking events in a 12 months' span and was absolutely awesome. I learnt it I want to share with you. Now this is the follow up part, so I want you to think about it like this - these slides are going to be up so it's cool, you're going to check it out and I'm just going to read through it but I kind of want to set it up. Think of it like this, you know those 'thank you' cards. It's just a simple thank you slip, you can actually print these yourself, super easy. 3 to an A4 get the guillotine, chop them if you don't want to spend the money on printing or if you want, just be cool print them. They're going to cost you \$1,500 and you got a wad like this so you're good to go. I want you to think that you've got 'thank you' or 'with compliments' actually instead of 'with compliments' I'd like to say 'thank you' I was looking for an image like this but I couldn't find on this but I want you to think about it that you can go 'thank you' written on it. Now here's what you want to add to it, you want to add an image of you on the right hand side. So you've got the image of you with all your details, telephone details, as an example, mobile details, maybe work number details, website, and an email details just underneath it. It's simple, form, it's a slip, with your photo on the right hand side, just draw your details under it - super, super easy. It actually cost you literally bugger all to make them if you don't want to get them printed. Now here is the important part that you would want to add and you want to make sure that you handwrite this - don't be uncool and print it because people get it. Even people will go "oh no it looks like pen" actually it doesn't have the weight of your handwriting to it so just take 2 minutes and write this - here's what I write, here's what I use:

Hi [John],

I just want to say 'thank you' for connecting with me. I found our conversation really interesting and fun. You know what, I'd love to find out an opportunity how I could recommend some more people to your businesses as well. If it's cool, love to catch up.

Kind regards,

[Nick P.]

And then I usually put a P.S.

P.S. will call you in the next few days

Cool? Do you see how easy it is? Why? You've gone, hey I found our conversation cool. I want to thank you for

taking the time out, you know I'd love to recommend some more business and find out a little bit more about your business, love to catch up or follow up in a few days with a call. Now get that put that into an envelope and send it. Now, you've got a business card right? All the details are on there if not look up their URL they probably have a website, they have an address detail on there, whatever it is, get it send it. Don't wait longer than 24 hours. Repeat that back to me - don't wait longer than 24 hours. Get that done. I can tell you, when somebody receives something like that in their letterbox, in their PO box and they open it and something that's a little cool kind of gesture, that level of follow up gets you results. Why? I'll fill you on a secret - nobody does this stuff anymore, it's old school. People love that. Let me ask you the question, what would you prefer? Just an email? Maybe a week later - 'hey it's cool, we're going to connect. Hey I thought I'd give you this business' 'or I thought I try to sell you my stuff' or something as cool as this just comes as an envelope, you've personally written that in form and it's just a little something, something. Got it? Cool.

Here are the lesson takeaways:

1. Make sure that you're prepared. Who you want - be prepared about the outcome. Who you want to meet, where they are going to be there from, what event will that be at, do a little bit of research, you can actually find out about those people who attend those event, so who are the members are for that events.
2. Be cool and don't try to sell anything at the event. Just listen. Cool? You want to keep going to these events and you can't just do it once and hope for the best. It doesn't work that way. This is a continuation. You'll be surprised what you can get done in 3 months, 6 months or 12 months of networking.
3. Please, please, please ensure that you always follow up because write this down for me, the fortune is in the follow up. The fortune is in the follow up. Because people need a little bit of time to get to know you, once they get to know you, they love you, they like you, they trust you, it'll be good as gold. Cool, cool? Cool as fonzy!

Alright, make sure you download this and by the way, we'll add a template of that so you can write off the thank you cards. You can get a cool vibe to get it. Sound cool? And then you can just make your own and put your branding on it. Make it look super, duper.

Now in our next lesson, what we're going to be talking about is database basics. What type of database and why it's king. Or maybe for you beautiful ladies, why it's queen. Sound good? You know how you can get in contact with us ask@nickpsaila.com or reach us out on the Facebook page. Cool, cool, cool? See you on the next one.