

NETWORKING IN ANY INDUSTRY

**How To Be The Right Person At
The Right Place At The Right Time!**



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Introduction

Networking is an important skill for any industry. You are as successful as much as you are able to network. This eBook takes you into various aspects of networking and tells you how you can come out on tops in the networking game and win people over.

Relax and get ready to read what could be the most important eBook your life.

Chapter 1:

Start Thinking Out of the Box – Networking Isn't all that Bad!

Summary

The first thing you have to do is to remove the stereotyped impression of networking that you have in your mind. Only when you begin seeing it in the proper light can you unleash its full potential.

Start Thinking Out of the Box – Networking Isn't all that Bad!

A lot of people hold back on networking because they have this mental inhibition associated with it. They consider that networking is something quite down-market; that it is the worst kind of publicity that can be generated for any commercial venture.

But till the time you harbor this kind of view about networking, you aren't going to do well with it.

Think over these points.

1. When you are networking, you are reaching out to people. It is right that 8 out of these 10 people may not be interested in what you are trying to say, but there might be 2 who will lend you an interested ear and will actually find that what you are saying may be beneficial to them. These people will think that you are telling them something truly great. When you consider things from their point of view, you are doing very well by reaching out to them through networking.
2. You might also think that networking is something that's quite brazen and probably even ribald. That is one reason you might not want to associate yourself with it. You might think that you will be interfering and intruding in other people's lives when you are networking to them. However, today there are so many options where you don't even need to meet the person you are networking to. Social networking sites have made things much simpler for the introverted networking candidate.

3. This has also removed the pressure from the other thing that might build a reservation about networking in you, and that is the time and effort that you have to put in. Actually speaking, you don't have to do much when you are networking today because with the Internet there are so many interesting options open to you.

Yes, it is true that networking has changed a lot from what it was earlier. Today, you can find a person who will be interested to join your network and then market to them. The chances of rejection have become quite low in today's times.

Chapter 2:

Consider the Other Person as Important

Summary

Being considerate is an important aspect of any business and it begins showing its benefits right from the networking stage.

Consider the Other Person as Important

You cannot have much headway in whatever niche you are trying to build your network if you do not pay due attention to the human factor. People who you want to join your network are not automatons; they are people of flesh and blood who have their own sentiments and emotions. If you are trying to get them to join your network, you must understand this fact. You must appreciate the fact that they are human. This can have only benefits for your efforts. These people will appreciate that you are treating them well and will not have any qualms in adding themselves to your network.

You can do this in very simple ways. Listen to them. Listen to what they say and then remember it. Suppose they tell you their name and what they do. The next time you meet, you should be able to tell this to them. Yes, this is a way of being considerate. You are giving them importance and everyone likes that.

When you are networking, you are trying to promote your opportunity in some way, so naturally you will be inclined to talk more. But don't do that. At least not until you have struck a proper rapport with the person. In the beginning it always pays to listen more than you talk. Listen what they say. Even after you have explained your plan, you must listen to every reservation they might have, however much trivial it may sound to you. Only when you put someone completely at ease will they begin trusting you.

And this continues to apply even later on. You have to make sure that you keep listening to them even after they have joined your network.

When they know that your reassuring self is always there to guide them, they will not have any qualms in increasing their efforts to bring more people into your team.

Your network marketing opportunity is important. But if you don't consider other people as important too, you aren't going to be running a very successful business. You must remember this thumb rule of improving business prospects.

Chapter 3:

Talk with People – Broaden Your Playing Field

Summary

But it's not all about listening. You have to talk too. You have to talk a lot.

Talk with People – Broaden Your Playing Field

One of the most important things for you to do when you are networking is to increase your playing field. You have to widen your arena. Most networkers have that uppermost in their mind, even when they are speaking with someone on a social basis.

It happens like this – A networker is talking with someone at a party. Immediately the networker knows that this person doesn't fit the bill. He won't be a part of the network come what may. But still the networker keeps speaking with that person. The conversation now veers toward trying to know more about the people that he is involved with – his friends, his family, his office colleagues, etc. The intention now is to find who might be potentially interested in the opportunity. The networker will be overjoyed if he were given an opportunity to attend a social function because that's where he could meet many new people and get introduced to them.

Hence, even if you think a person isn't a potential candidate to join your network, you shouldn't write them off just yet. These people are likely to know other persons and that could really help you. Since you already know this person, the new person who's a friend of his will be less wary when you approach them. As a result, you could pitch in with your idea sooner and probably get a better response as well.

Networkers need to be relentless. Remember that networking is a numbers game. The more people you communicate with, the better are the prospects of getting genuine people to join your network. You have to keep associating with people from all walks of life trying to

find people who will be interested in what you are trying to tell them. That is the reason networkers are always on the lookout to organize big seminars and events because this is where they can get personally introduced to a lot of new people and influence them as well.

Chapter 4:

Be Giving

Summary

*Networkers must always give something. Give and you shall receive.
This adage works quite well in the networking playing field.*

Be Giving

It is a wonderful way of making people interested in you – give. Give something always. Even giving your visiting card is giving, and it helps. People won't right away want to be associated with you, right at the first moment they have heard about your opportunity. They will want to bide their time. However, they might go home and then think about you, suddenly get that interest generated in you and then want to call you up.

But we are not talking about such giving. We are talking about giving something material, something of utilitarian value, probably. Think about giving a small gift like a keychain or a bookmark. These things don't cost much, but they will be used and therefore you will be remembered. This is a good way of networking. Even multimillion corporate companies tell their employees to network using such things.

You can also give in other ways. Organizing a small fête and inviting some people who might be potential candidates for your network will work too. You can be frank about it. Tell these people you will explain to them your new business opportunity. Many will still come because it involves free drinks and dinner. Some will even feel obliged to join in because you fed them!

More importantly, when you socialize with them in this manner, they get to know you better. They understand the kind of personality you are. Many people equate business with the businessperson running them, and this is much more profoundly seen in the networking world.

A lot of people might join your opportunity because they begin to like you. Hence, in the networking world, it is important to indulge people sometimes. The word of your gifts passes on quickly and sooner than you think a lot of people will be interested in the opportunity that you are promoting.

Giving such things might be heavy on your wallet, but when you think of the returns that you get, they really seem to be a good idea.

Chapter 5:

Always Get Back

Summary

Networking is rarely a onetime success. You have to keep trying.

Always Get Back

Research has shown that the first meeting is never the clinching meeting for any business deal and the second meeting almost always is. When you are meeting someone for the first time, they don't know you. Even you don't know them. So, even if you are a great networker, you might not be able to get through to them. However, things are much different when we talk about the second meeting. In most cases, the second meeting is called by the person who you gave your contact information to in some way, such as a visiting card. They must have pondered over this and then decided to call you. When you hold a meeting in such a scenario, they have almost made up their mind that they want you. Therefore, this meeting almost always helps in closing the deal.

But, that doesn't mean you have to always wait for the other person to call you back. That will happen only in very rare circumstances. The norm is that you will have to get back to them. Keep a note of whom you have given your cards too. Always ask for their card in return or at least note their phone number. It is a good habit to make records of these things so that you can get back to them very much efficiently.

After giving someone three days after the first chance meeting, it is time to call them and ask them if they are really interested. Some won't be, and some will be but they may have certain reservations. Meet them. Clarify their apprehensions. You will find that this meeting goes much better than the first.

During this meeting the person knows who you are and they also know what you are selling. Despite that they have agreed to meet you. They want you to talk to them more about your opportunity. This is actually for them to make a better decision about whether they would like to be associated with your network or not.

Chapter 6:

Meeting New People

Summary

Your networking potentials increase when you meet new people. The law of direct proportions applies here, because networking is nothing but a simple game of numbers.

Meeting New People

We have already seen how the law of numbers applies when you are networking. Let us see an illustration of that now. If you were to meet only 3 people in a day and network your opportunity to them, you cannot guarantee even one of those people converting. However, if you were to meet 30 people in a day, you could expect a few conversions. Now think – what would happen if you could meet and network to 300 people each day?

It works in direct proportion, and the more people you network to, the better chances you have of building your network further. That is why all intrepid networkers are trying to get in touch with as many people as possible.

But is it possible to reach out to 300 people in a day? Probably you aren't aware of it yet, but popular networkers are reaching to thousands of people in a day. How are they doing that? The simplest way is by hosting seminars and workshops. If you have a modicum of business going on, you could promote that as well and host a seminar. Advertise it widely and invite people for free. Throw in some free eats and a Coke too, if you can afford it. Don't worry, it will all be an investment. Then prepare a beautiful and inspiring speech. (Not a bad idea to get a professional writer to pen it for you.) Perform well and provide people some incentive at the end for signing in right away. Provide another smaller incentive for joining within 3 days. You will find a lot of people converting right away and you will see a few more joining within the next 3 days as well.

It works. Your first seminar might be not as successful, but your subsequent ones will see greater successes. This is a confidence-building exercise actually. As you host more and more you become more confident and suddenly you are the best speaker around. Tap on this talent. There are a lot of personality building courses to help you along.

At the same time, you must keep looking at people all around you. Try networking to anyone that comes within three feet of you. In fact, this is a popular marketing rule, famous as the *Three Feet Rule*. People who come in proximity to you will always listen to what you are telling them.

Remember that each person that joins your network has a potential of bringing in more people. Hence, never lose out on an opportunity to network with people.

Chapter 7:

Finding Your Right People

Summary

Is everyone good for your networking team?

Finding Your Right People

Just as in anything else, even in networking there are the good and the bad people. A network is a chain. One weak link in the chain can spoil the whole show. Most networkers try to get as many people in their network as possible, without bothering whether these people would be meaningful assets to the team or just liabilities, but you would actually do much better if you don't expend much energy on these weak links. You will need to keep prodding these people to make them work for you, if at all they do so, and this means you would be wasting time that you could better use in encouraging other people.

So, which people will be good for your network? Expert networkers are always trying to look for the following kinds of people:-

- People who have a lot of friends
- People who have big families
- People who work in large organizations, the superior their post, the better
- People who are members of popular clubs
- People who travel a lot
- People who are active in church affairs
- People who host a lot of parties
- People who are enterprising in nature
- People who are generally extroverts in nature
- People who are leaders in some or the other way.

These people can be very fruitful to your network because they already have a base of people who they will begin tapping into as soon as they join your network themselves. There is one more benefit –

Since these people are at prominent positions in society already, you could be somewhat sure that they have great personalities. This will really help them when they are trying to build the network further ahead.

At the same time, such kinds of people are easier to network to. They are already enterprising people who are willing to take risks. They won't shoot down your opportunity as soon as they hear about it like introverts do. They will weigh the pros and cons and make their decision, which will usually compel them to take up this opportunity. Since these people live to try and err, they will want to try this one out too. And, they will also put in their utmost efforts to succeed.

Chapter 8:

Being an Active Networker

Summary

You have to be consistent, constant and collaborative.

Being an Active Networker

Networking is not a onetime affair. You might think that once you have got someone to join your network, your task has been achieved, but it is definitely not so. Networks can fail at any time. Any laxity on your part can mean your whole network collapsing like a house of cards.

Hence, you have to be constantly working. Here is what you must do:-

- Always keep encouraging your network on how they can surge ahead. It is quite easy to do actually. Keep boosting their morale. Tell them how they are doing well, and tell them what they need to do further.
- Encourage them not just by words but also by deeds. If someone tells that they are meeting with a new prospect, guide them in every way possible. Actually, you must go with them if they are new to the network. It could teach them how to do the prospecting in the right way. In the long run, this could be very beneficial to the team.
- Never shoot down a prospect, however distant it might seem to bring them into the team. Someone in your downline tells that there's someone they would like to prospect to, but that person is not likely to join. Well, don't deter them. Let them go ahead and prospect. You never know about human nature. No one can predict in advance who will join.
- Always keep mingling with people. Don't become so busy that you become a social recluse. That's suicide for a networker. Always keep visiting clubs, attending parties, going on sporting events, attending seminars and talks, etc. Meet new people who could be assets for your team.

→ As your team grows, these efforts must only get bigger. If you already have 100 people in your team, try getting invited to bigger dos so that you can bring your team size to 1,000. Being unstoppable is one of the inborn traits of being a networker.

Chapter 9:

Using the Internet to Build Your Network

Summary

*The Internet has become useful in almost everything that we do today,
so how can networking stay behind?*

Using the Internet to Build Your Network

The networking potential is immense on the Internet. The main advantage here is that you aren't staying local or even national, but you are going global. People are finding millions of prospects every month by networking online. That is what multinational MLM conglomerates are doing. This is the place where you can get people who are actually interested in your opportunity. With the Internet, rejection has become passé. You can directly reach out to people who will be interested in what you have to offer.

Here are the three most popular ways in which this can be done:-

1. Blogging – When you blog, you are directly reaching out to people who are interested. In fact, people who are interested will only search on the search engines with those particular keywords and reach your blog. Blogs are interactive, so you could have a complete conversation with the people telling them what they need to know. You could use a blog in conjunction with something like a free eBook which could help add them to your list.
2. Article Marketing – Submit great articles on the Internet on directories such as [Buzzle](#), [EzineArticles](#), [eHow](#), [About](#), [iSnare](#), etc. These articles will be keyword optimized too, which means people can visit them and then click on your website link if they are interested.
3. Social Networking – With the help of social networking websites such as [Facebook](#), [Hi5](#), [MySpace](#), etc. you could build networks of people who could be interested in your opportunity. You could

even build groups and communities of people who already have an interest for what you are doing. These websites could be your best way of interactively reaching out to a lot of people.

These are just three ways. As you become a better Internet user, you will find a lot of other ways such as social bookmarking, using feeds, etc. which could more particularly bring a large number of people to your website.

Chapter 10:

Keep Improving Yourself to Be a Great Networker

Summary

You cannot improve yourself enough when you are a networker.

Keep Improving Yourself to Be a Great Networker

We have already spoken about networking being a constantly evolving process. Until a few years ago, networking meant hosting dinner parties, conducting seminars and cold calling. Today the major bulk of networking has moved online. Hence, things have changed. The way networking is done has changed. That is the reason you have to keep changing yourself too. If you don't keep up with the times, you aren't going to make much headway here.

That is the first important thing. You have to keep learning. Networkers have gone over the Internet in a major exodus today. If you don't join this migration, you will be extinct soon. But just staying on the Internet doesn't mean anything. The Internet itself is a constantly evolving genre. You need to keep learning the new methods of networking as they are being invented. Keep abreast of what's happening and join the bandwagon. That's the rule to survive here.

At the same time, keep working on your personality. That doesn't mean you should actually join personality development courses, though that would help as well, but you could actually visit places where people speak and network and take tips from them. In the networking world, however good you think you are, there are always people who are better than you. Don't be dejected about it though. Learn from these stalwarts in your realm and evolve. You will soon find you will have set a new benchmark for yourself.

There is no end to the networking game. You have to keep finding more people to whom you can network and reach out to them. This is one of the absolute essentials if you have to stay on top here.

Just keep in mind that once you are in the networking game, you are in it forever. You might be able to take big vacations and all that stuff, but you have to keep aware of what's happening with your network. It takes painstaking efforts to build networks; you owe it to yourself not to let it dwindle for anything.

Conclusion

Your network is in your hands now. You know what it takes to build networks and retain them.

All the best to you!!!

