

INTRODUCTION

“It really boils down to this: that all life is interrelated. We are all caught in an inescapable network of mutuality, tied into a single garment of destiny. Whatever affects one destiny, affects all indirectly.” ~ Martin Luther King Jr.

Networking is one of the most powerful tools in your business arsenal. There have been hundreds of books written about it so why write another?

My first book *“It’s Not About You, It’s About Bacon! Relationship Marketing in a Social Media World!”* talks about how the best social networking begins with a smile and a handshake. This has been proven to me time

and again through real life experiences. Relationships are the “Currency of Business” that generally start out face to face. I understand that some people think that networking is a waste of time. Some feel they just cannot afford or justify the time it takes. While others are just too shy to walk into a room of strangers and feel like they can get something of value out of it.

Let me assure you that 100% of my business comes from networking (both in person and on-line through social channels). It comes equally from new people I meet, people I have been networking with for years, and people I have known in my past. It’s a combination of relationships that creates this symphony with crescendos and obbligatos of communications.

I have tried advertising and it has done little to nothing to create measurable income and I can assure you that not a single long term relationship has ever come from an ad. It’s come from being present, accessible, and human.

What has become apparent is... getting out there, meeting and getting to know people, and being a

resource to other people does more to grow businesses than any other tool. People who try content marketing, soon realize that they can grow their business ten times faster from networking versus posting things on the web. Even CEOs can benefit by getting out there. Through community, business organizations and trade shows, they can create visibility for their businesses and their brands.

Understanding the power of relationships in your business will help you to become wiser, happier, and more successful.

This Book

Over the course of the last two years, I have been to almost 500 networking events, leads groups, think tanks and more. I have given hundreds of presentations to groups large and small.

It was a simple decision to journal these activities through a daily blog. These posts are thoughts, insights and observations about what I have experienced, learned,

and taught to others. Each tip reflects just one golden nugget that often came from multiple meetings a day.

What follows is the best of the best of over 300+ posts. I kept them short so they are clear and digestible. Although I could have raised my Google rankings by making them 300 words or more, I chose to keep them quick and simple. That way you can skim, jot down notes, and put them into action in your daily business.

They are broken out into five sections:

- Networking
- Technology
- Social Media
- Time Management
- Thoughts

That will give you the chance to reference tips as you feel the need. Keep this book handy and reference it

whenever you need encouragement, ideas, inspiration, or just a kick in the pants to get out there and meet people.

Networking has the power to take your business to the next level. So I invite and encourage you to make the time to take advantage of it. Realize that it's an investment, one that can pay off handsomely for years to come.

I hope you enjoy this book and would love to connect up with you in person, on social media, and our website www.notaboutu.com.



CHAPTER 1: NETWORKING

Face-to-face Networking is the cornerstone of relationship marketing. That means you have to get out of the comfort of your office chair and start shaking some hands.

So grab your business cards, warm up the car, and be ready to become an extrovert. That does not mean selling up a storm, it means getting introduced to people you can help. By helping, I am talking about creating connections and business for them (which will ultimately come back to benefit you and your business).

In this chapter, you will find dozens of tips to make the most of your networking experiences. Learn how to find networking groups. Be prepared, because networking can happen at the most unusual places. Networking is an investment in your business. The more you invest, the bigger the rewards in the long run.

Don't expect returns. I have gone as long as two years without immediate results. Once the flood gates had opened, I had more business than I knew what to do with, so be persistent and patient.

CHAPTER 1: NETWORKING



BACON-IZMS

- Networking Is About People
- Get Outside Your Comfort Zone
- Be Prepared
- Set Clear Expectations
- Bring Good Guests
- Branch Out

#1 Three-Day Rule

When you collect a new business card, you owe it to yourself (and your contact) to connect via email, phone or social networking within three days after meeting them. If no follow up meeting is necessary... at least say “Nice to Meet You!”