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Ways to Boost Your Business Success

*A Collection of Essential Tips
from Networking Experts*



Compiled and Published
by

**Tips Products
International**

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Introduction

You network whether you realize it or not. Every time you talk or write to someone, you are networking. You learn what they are about, what their wants and needs are professionally and personally. And you consider ways to contribute to their life. There's always room to refine and improve your skills no matter how good you are at networking

This booklet offers practical and immediately useable networking insights in bite-size pieces from eleven professionals in various fields from throughout the United States. These surefire tools and techniques work for them and can work for you no matter where you are in the world or in your business development.

Test an idea at a time. See how it works for you. Contact the authors in this booklet. They remain successful by contributing to your success. Plus they are really terrific and interesting people, people you'll want to know and have in your network.

Interview these authors in your publication if you are a journalist. Multiple sources and bulleted content are all in one place right here for your article, radio interview, or web site. Ask for a price quote if you are shopping for what they provide. Purchase printed copies of this booklet as a customized promotional tool for marketing your own business, or talk with us about licensing the downloadable version for other promotional applications. Like networking, the possibilities are endless.

Tips Products International

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62

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Table of Contents

Product Networking Tips Paulette Ensign	4
Networking for High Level Performance Tom Huberty	5
Real Estate Networking Tripti Kasal	6
Financial Networking Tips Dean Klassman.....	7
Evangelistic Networking Pam Perry	8
Caregiving Networking Shirley Poll	9
Entrepreneurial Women Networking Susan L. Reid.....	10
Networking and Staying Connected Nicki L. Schuh.....	11
Pay It Forward Networking Sharan Tash	12
Networking in Property & Casualty Insurance Anna Maria Viti-Welch.....	13
Networking Online Anne Wayman	14

Product Networking Tips

- 1 Notice networking opportunities wherever you are. They can be at the copy center of the office supply store, at a family celebration, when you are walking your dog, on a vacation, or at a formal networking event.
- 2 Be willing to ask “do you know anyone who...” when you are seeking a particular resource or introduction. You never know who knows whom in some part of their life, and who can improve upon your already-good idea about something.
- 3 Create an information product like a booklet or special report as a thank-you gift for an introduction. It spreads good will while marketing your own business and expertise.
- 4 Introduce yourself to someone interesting you read about in a publication or online. Let that person know you can contribute in some way to what he or she is seeking.
- 5 Look beyond what you see and hear. Be careful about the assumptions you make about people who present themselves in a certain way that is different than your expectations for being a good contact. You could be happily surprised once you scratch the surface and engage them in conversation.



Paulette Ensign is the Founder and Chief Visionary of Tips Products International. Paulette's company teaches people to transform their knowledge into booklets and other information products for marketing, motivating, and making money. Paulette has personally sold well over a million copies worldwide of her own tips booklet in various languages and formats, without spending a penny on advertising. She does this through products, speaking, and her Rent-a-Brain services. You can be the next client to surpass Paulette's results.

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Networking for High Level Performance

- 1 Create a compelling vision to draw the energies of managers, staff, volunteers, and funders. Networking within your team drives outstanding performance.
- 2 Conduct a thorough organization “physical” or assessment using Malcolm Baldrige Award Criteria for Performance Excellence (www.nist.gov). Use your best contacts to remedy any areas needing further attention.
- 3 Develop a dynamic strategic plan anchored by no more than three goals supported by SMART objectives and action plans. SMART stands for Specific, Measurable, Achievable, Relevant, and Timed.
- 4 Build a great team, focused on core competencies, to get “the right people on the bus.” Network to get those “right people.”
- 5 Measure progress with daily, weekly, monthly scorecards, challenging the organization toward significant performance projections. Look within and beyond your group for resources to reach your goals.
- 6 Recognize, celebrate and reward high performance on a daily, weekly, and monthly basis. Learn ways to acknowledge high performance by observing how other teams do it.



Tom Huberty networks with colleagues as CEO of Huberty Performance Learning, LLC and adjunct professor at St. Mary's University of Minnesota. He helps commercial businesses, governmental organizations, and educational institutions run better through strategic planning and operations process management. Tom is a 5-time Examiner for the Malcolm Baldrige National Quality Award and uses Baldrige Criteria to assess an organization's readiness for performance improvement. He is one of 65 people to run all 25 Twin Cities Marathons. Tom combined his passions for running and business improvement in a booklet, *26.2 Tips to Win Your Business Marathon*. He also wrote *113 Tips to Drive High Performance*.

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Real Estate Networking

- 1 Network with a “giving” mentality. When meeting new people, think about how you can help them. People sometimes feel nervous about networking because they are so focused on themselves and what they want from the conversation. You will be less nervous thinking about what you can offer them, which will put them more at ease.
- 2 Ask questions. The best way to start a conversation when networking or in any social situation is to ask open-ended questions. Ask about the other person’s business. Ask personal questions, too. After all, you are trying to build a relationship.
- 3 Hold back on your business card. There’s nothing worse than meeting someone who starts the conversation with a business card. Make some conversation. Ask for the card if there is a real connection. You are there to make connections, not to collect business cards.
- 4 Practice basic social etiquette. Make eye contact, give a friendly smile, follow up if you say you will. Invite the person into your conversation if he or she is alone. People often forget their manners when attending a networking event.
- 5 Have fun! Networking is just another word for meeting great people. Tell a joke, have a laugh. Don’t take it too seriously. Think of networking as a fun way to help others and get to know them. The goodwill will come back to you in many ways!



Tripti Kasal has been in the real estate business and networking for almost 20 years. She is the President of Real Living Infinity which is a boutique, client-focused residential real estate company in Chicago. Networking has helped Tripti and her company to serve the community and have a good time doing it!

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Financial Networking Tips

- 1 Think about giving first. It sets a tone of openness, encouraging the recipient to want to give back to you or to pass along something to someone else.
- 2 Give referrals unconditionally. You have many gifts to give people from the connections among your own contacts. Spread that wealth around. It is bound to come back to you, in the spirit you have established.
- 3 Have a passion for networking. It makes life so much easier when you can offer helpful introductions to the people in your life.
- 4 Send thank you notes. They are a must. Think about how appreciated you feel when you receive a thank you note. You have the ability to easily spread that same feeling to other people.
- 5 Have a follow-up system to keep in touch with centers of influence. People’s birthdays can be an excellent trigger for follow-up.
- 6 Give a progress report to the person who gave you the lead after you’ve made contact. Keeping the original person in the loop reinforces how much you value their giving you the lead.



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Evangelistic Networking

- 1 Be visible. Dress sharp and snappy. Look like someone others want to know because your image says "success." Be willing to attend functions alone. Networking expands your circle of influence, builds your personal brand, and garners support.
- 2 Give before you get. Sow before you reap. Share information and resources with contacts before asking them for anything. Search for their interests and goals when meeting new contacts. Figure out a way to help them.
- 3 Gather, collect, and distribute info. Position yourself as the "go to" person for ministry information. Provide regular updates about helpful events or books. Use an email database system like Constant Contact to simplify the process and send information attractively. See <http://ministrymarketingsolutions.constantcontact.com>
- 4 Write your vision. Make it plain. Make the most of networking opportunities by having eye-catching marketing materials. Have more than a business card when going to a conference or event. Be intentional about your purpose. Have a bookmark or postcard describing your book. Offer a CD or brochure as a speaker.
- 5 Demonstrate your sincere faith by being a person of character and integrity. Follow the Golden Rule which says, "Treat others as you want to be treated," with respect and courtesy. Follow up and follow through. Deliver on your promises.



Pam Perry is a ministry marketing pioneer and expert in the African American Christian market. Her public relations and advertising career spans over two decades. She spent the first ten years working in ad agencies and secular media. She has dedicated the past ten to ministry marketing. Her company has a roster of some of the most well known Christian publishers and African American Christian authors in the industry.

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Caregiving Networking

- 1 Ask a question when networking by telephone. Say to the gatekeeper, "I was wondering if you could help me?" It works almost every time.
- 2 Organize your thoughts when using technology to meet people. Teleseminars are a wonderful way to speak with the decision maker and many other people. You have immediate access to those you want to meet.
- 3 Represent yourself concisely when contacting a person by email. Email combined with research can be the single best way to meet people
- 4 Use late night voicemail to leave a message with executives of organizations. Many times they check their messages late at night. The tone of your voicemail message can get an immediate response.
- 5 Furnish resources by voicemail, email, text messages, or speak to an assistant. You would be surprised at what "team spirit" can do to open the lines of communications.
- 6 Be appropriately dressed for the events you attend. Coordinate your clothing in advance. Conferences and meetings usually recommend what to wear. You can also call or email to inquire. You've heard it many times: the first impression is the most important.



Shirley Poll traveled over 100,000 miles by airplane to care for her mother. She began helping other adults of aging parents. She has been interviewed by Kiplinger's and New York Newsday. Her background includes acting, radio, and communications. She and her partner had their own image communications company in New York City. Her focus now is advocating for family caregivers and bringing awareness to the stress, financial challenges, and isolation it can bring.

Contact the National Family Caregivers Association about their offerings to family caregivers. Contact Shirley directly for workshops and consulting.

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Entrepreneurial Women Networking

- 1 Be known among your network for delivering great services and products. Your products and services are a reflection of you, are the front-line calling card for your business, and make it easy to receive referrals.
- 2 Stand out by offering an astonishing guarantee, one so amazing that others in your industry would balk at offering. Delivering on your astonishing guarantee distinguishes you and gets your business noticed.
- 3 Treat your current customers as if they are five times more valuable to you than new customers. No matter how much you network, it usually takes five times more energy to bring in new customers than to deepen relationships with your current customers. Happy customers fall all over themselves to recommend you to others.
- 4 Add value, not price. Continuously adding value to your products and services makes you look rich and attractive to your clients and prospects. Adding price without value makes you look cheap.
- 5 Cultivate business with clients who have similar beliefs and interests. This eliminates having to work with jerks.
- 6 Give to give, not sell to get. Eliminate the need to sell by networking. No one likes to be sold anything though they do like to buy. Customers buy what they think they are going to get from your product or service, not what you claim to offer.



Alkamae is a one stop place for entrepreneurial women ready to transform their lives and make a difference in the world by launching successful small businesses. Whether you need to develop your business plan, identify your niche, or turn your passion into profit, this is where to come for complete small business launch assistance. Providing intuitive small business solutions, fresh start perspectives, and powerful attraction marketing tools, our services are tailored to meet your needs. We understand that even Samurai need teddy bears.

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Networking and Staying Connected

- 1 Research members of networking group or types of businesses involved in an event. Ensuring the attendees fit your target market helps allocate your time appropriately.
- 2 Prepare a concise statement about your business. Focus on how your business helps potential clients. Attend events with the idea of helping others and connecting people.
- 3 Stay connected with the appropriate people you meet. Implement a customized communication program for your new contacts. A greeting card with a personal message is a recommended touch point.
- 4 Follow up after networking events. It is what drives your business relationship to the next level. Learn about your networking associates' business during the follow up. Be a resource and "connector" to others in your network.
- 5 Use networking opportunities to introduce new business services to existing clients. You can add value by the strength of your "sphere of influence" and address your clients' needs through referrals of other businesses.
- 6 Increase business for all parties through successful networking. Let your ongoing relationships serve as positive ways to assist your contacts and clients' business growth. Remember to say "Thank You" to your networking associates:
 - when meeting them and they spend their valuable time
 - for quality introductions to potential clients or recommendations on products/services
 - for business that is generated



Heartfelt Charity Cards is a marketing services company that sends charity greeting cards to improve customer retention and increase business referrals. 10% of the sale of cards benefits a nationally recognized charity! Visit us at CharityCards.com to view our turn-key business greeting card programs that compliment your networking strategy. Cultivate your networking efforts into valuable relationships to increase your "sphere of influence."

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Pay It Forward Networking

- 1 Understand that people network everywhere. You could meet your best client or a great new friend at the grocery store, PTA meeting, football game, or on the train. Carry your business cards everywhere.
- 2 Make people you meet feel special. Actively listening and asking pertinent questions will help you be known as a great communicator.
- 3 Expand your list of introductory questions you can ask people. While "What do you do" is nice, think of other ice-breaker, open-ended questions that make rapport building easier.
- 4 Remember the saying: More than two, less than two, but never two. Two people are having an uninterrupted conversation. Start conversations with people who are standing alone, or enter a group conversation.
- 5 Act like a host. Know where the bathrooms, the food, and the drinks are situated. When people ask, you will be a step ahead of most people and will be remembered.
- 6 Keep your right hand free. It allows you to shake hands with people as you meet them without juggling items or food. Eat food at the beginning or end of an event. This allows time to refresh your smile, make-up, hair, and clothing before going out to the crowd to netWORK.



Sharan Tash, the Pay It Forward Relationship Networker, inspires people to develop strangers into their most valuable asset and become better connectors through the art and skill of Boomerang Networking™. Keynote and break-out sessions to Corporate Sales Teams, Dental Professionals and High School and University students provide the vehicle for delivering her passion of connecting to her audiences. Sharan is involved in numerous Chicagoland professional and community organizations.

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Networking in Property and Casualty Insurance

- 1 Develop a relationship with your Insurance Agent so they become part of your network. This helps ensure that they are protecting you and your business correctly. Expect the agent to offer options best fitting your needs for your business and personal items.
- 2 Determine if your insurance company has an A.M. Best Company rating of A or above. This rating notes the financial stability and business practices of the insurance company. Ask people you know for referrals to high-ranking companies.
- 3 Communicate with your agent at least annually for an insurance review. Because your agent talks with others in your own business and personal situations, the agent realizes that your life circumstances can change, requiring more insurance coverage or, in some cases, less insurance coverage.
- 4 Make sure you have "Guaranteed Replacement Cost" on your Home Owners Policy. Some insurance contracts only offer 25% above what the original value of the property.
- 5 Have a policy for Employee Benefit Liability if you do offer employee benefits. This protects you if there is litigation over adding or deleting someone improperly with your employee benefits plan.



Anna Maria Viti-Welch is a veteran insurance producer and entrepreneur. Guy Viti Insurance Agency helps individuals and businesses protect the assets they've worked so hard to acquire. This independent agency offers all types of insurance coverage for personal and business needs, representing multiple A.M. Best rated A+ insurance companies, with clients in 26 states. The agency can insure one car, a major corporation with multiple locations, and anything in between. Superior customer service is a core value and the cornerstone of success since 1938, continuing to drive this business for generations to come.

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Networking Online

- 1 Create a signature file for your email that gives all contact information. Include your website addresses, telephone numbers, Instant Message handles, and any other relevant contact information.
- 2 Have a signature file for every online forum in which you participate that allows it. You'll usually find this feature in your account information. Include your websites, phone number, Instant Message handles, and as little or as much information as you'd like.
- 3 Join online networking groups that apply to your industry. Observe them for a week or so before you actually participate. Some are useful and others are not.
- 4 Consider social networking groups like www.Linkedin.com and www.Ryze.com. Online social networking can be a huge help or a huge time sink. Evaluate and periodically re-evaluate its value to you. Be willing to unsubscribe when the group doesn't suit you.
- 5 Explore online alumni groups if you qualify. They can be particularly helpful for certain areas of expertise or credibility, or when there is a high loyalty to the school.
- 6 Look at forums and email groups for online networking opportunities. Search for those in your industries through Google and Yahoo.

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Anne Wayman is a freelance writer who specializes in helping people get their dreams into book form. She is a writing coach and a ghostwriter and has greatly benefited from online networking.

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10 Tips to Promote YOUR Business with this Booklet!

(It can even be customized for you.)

- 1 Send this booklet to clients at year's end, thanking them for their business.
- 2 Use this booklet as a "thank you" for a sales appointment.
- 3 Mail this booklet to your prospects to stay in touch with them.
- 4 Offer this booklet free with any purchase during a specific time, with a certain purchase amount, when opening a new account, or when visiting your website.
- 5 Distribute this booklet to prospects at a trade show.
- 6 Give this booklet as an incentive for completing a questionnaire or survey.
- 7 Include this booklet as a "thank you" gift when mailing your invoices.
- 8 Package this booklet as a value-added bonus with a product you sell.
- 9 Deliver a copy of this booklet to the hands of the first "X" number of people who enter a drawing or come to your online or offline store.
- 10 Provide copies of this booklet to people and organizations who can refer business to you.

What are you waiting for?

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