

Networking

Networking is a way of connecting with people to help promote your business and develop relationships. Remember to think about your specialty as a compass to where you would go to connect with people interested in your offerings.

When attending a gathering, it can be limiting if you only see the people at the event as business prospects. It works naturally when there is a give and take, a sense of mutually helping others. Remember the previous marketing idea of developing familiarity with people through progressive stages. (See the handout “Getting Prospects Involved.”) Sometimes you will find community leaders and people with a wide sphere of influence at these meetings that can be great connections.

Begin with checking out and joining groups. Develop relationships through familiarity, from meetings and follow ups. At a good time, offer something of benefit to an interested party, perhaps an article, a complimentary session, or a resource. It may take time before you directly offer your services. Also be generous with others as well, giving them referrals. Enjoy the experience of getting out there with gatherings that complement what you are doing. Such circulation is healthy.

Networking events are an opportunity to use your listening skills and your benefit statement at the right time. If you make contacts, follow up soon after so the connection is still fresh or make an appointment time to meet.

Places to Network:

- Professional Groups in your area of specialty
- Professional Groups that relate to your area of specialty
- Health clubs
- Check leads from events calendar
- Toastmasters
- Local clubs
- Womens’s groups. See National Association of Women Business Owner (www.NAWBO.org)
- Breakfast and other networking groups (Business Network International: www.BNI.com, LeTip, etc.)
- Chamber of Commerce – business oriented
- Your Own Group. We’ve had monthly spiritual potlucks for instances where we’ve met some wonderful like-minded people, some of whom became clients and friends.
- Meetup.com: an online social networking portal that facilitates offline group meetings in various localities around the world.

Speaking

Speaking is one of the best ways to attract business. It's natural to speak about your passion and your life purpose/mission on a topic your audience (niche) is interested in. Remember that you have much to share.

Preparation. You can join Toastmasters to practice giving talks and also record yourself. If nervous about speaking do a clearing process like EFT on this issue. Getting experience speaking will also overcome your fears.

Organization. Your talk could be organized around the 6-part marketing copy sequence we discussed in the handout, "How to Write Marketing Copy" (headline, problem, solution, overcome obstacles, your process, call to action).

Introductory free talks are great for building rapport, credibility, and developing a client base. They are a natural way to introduce an upcoming larger class or product.

Introductory talk tips:

- Have a catchy, attractive title to your talk
- Start on time, or close to it. End punctually, too. Leave ample time to share your offer.
- It's important to continually engage your audience. Some ways to do so are questions and questionnaires/mini-worksheets for people to fill out and share with a partner or the group.
- "Seed" your talk with good ideas that can be followed up at your paid event, if interested.
- Talk about the 'why' of your subject more than the 'how'. For example, why is it good to know your life purpose? The details of the "how" you do it would be covered in depth at the follow-up seminar.
- Tell the audience upfront that an offer will be given at the end of the talk and have it in writing before them. Explain the offer at the end of the talk.
- Add "today only" specials at your talk for those who enroll then, when the interest is genuinely high.
- Include stories, case studies and testimonials throughout your talk. Inject humor, too. If people who know your work are in the audience, have them talk on how they've benefitted from what you have to offer. Guide them to *specifically* share the benefits they have received from what you are promoting. "Sherry, how did your health change after taking my stress relief weekend?"
- If you have an e-newsletter, have a signup sheet that you pass around.

Getting started with your talk:

- What will you talk about (hint: think of your benefit statement and specialty)?
- Where could you give your talk?
- Who could you invite to come: those who are interested and those who support you?
- How would you promote your talk?
- When would you give your talk?
- What are the next steps to do (action plan)?

Teaching Classes

Just as you need marketing skills to have a successful business, so too you need teaching skills to be a successful teacher. In our book and e-book *The Heart & Soul of Teaching*, we explore five essential keys to successful teaching:

1. Accepting yourself and being yourself
2. Personalizing your approach
3. Being organized yet flexible
4. Building excitement through interaction
5. Creating memorable openings and closings

Go to www.gettingthru.org/hebooks.htm for more information on the *The Heart & Soul of Teaching*.