



## What Great Networkers Do

By Anne Baber and Lynne Waymon, co-authors of *Make Your Contacts Count*, and co-founders of **Contacts Count**.

1. Stay in for the long haul. There's no such thing as an instant network. You can't zap people for 30 seconds and turn them into allies. Get rid of the microwave mentality.
2. See yourself as the product. When you do, you create for yourself a one-of-a-kind image in other people's minds that's unique, that transcends your title, your occupational category, and your firm.
3. Understand what others need to learn about you. Ask them. Find out what they currently understand. Learn how potential clients, current customers, new acquaintances perceive you -- and what you do. Then you'll see what gaps you need to fill, what misconceptions you need to correct, what opportunities exist for you to create top-of-the-mind awareness.
4. Be the epitome of your category so that you become the only and logical and natural choice when an opportunity arises. (Nike is not just a manufacturer of shoes and apparel; Nike is the protagonist for sports.) Create in other's minds a new standard, a category best -- not just personal best -- for yourself. Be the spokesperson, the expert, the best-in-class.
5. Tap into emotion. What are your contacts/customers dreams, aspirations, goals? Tie what you do to your contacts/customers desires. Create a slogan. "Just Do It" has nothing to do with shoes!
6. Tell your story, compellingly. Stories create connections for people. Stories create the emotional context people need to become part of a larger experience. You--and what you offer -- is a constantly evolving story. Seek to connect with mythology and to help people see that you are part of something bigger than yourself or your firm. Have a mission, be alive, create a frame of mind and a persona.
7. Be consistent. Make sure everything about you -- your clothes, your business card, your brochures, your voice-mail message -- works for you and not

against you. Image is key. Remember, too the All Or Nothing Rule. If you do anything, do it well. Everything you do teaches people about your competence and character.

8. Be relevant. Stay close to your customers/contacts so you can offer what people need. Perform the way people want you to. Serve emerging needs and niche markets and customize, customize, customize. Be the ONLY answer.

Compliments of Marcia Hall, the *Reputation Pro* with **Reputation COUNTS**, who is a Certified **Contacts Count** Presenter, helping you develop your most powerful asset - **your personal reputation**. To learn more about building your networking skills, please visit <http://www.reputationcounts.com/networking>