

# **The 10 Mistakes We Make at Networking Events and How to *Avoid* Them**

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## Introduction-A note Mac

Networking. For some, a fear inducing melee of half drunk, over- talkative salespeople vying for each other's attention. For others, an absolutely vital revenue producing and ENJOYABLE activity. No matter which camp you are from, one thing is clear. Networking, if done correctly, produces results. The problem is, all too often, folks DON'T do it correctly. That is why we're here.

You see, I used to be in that first camp. One of the folks afraid of the event, and at times, the one producing the fear for others. I've made my mistakes, and mistakes aplenty, believe me! The good thing for you, I now know what works, and simply want to pass on the info to others. If I had someone in my corner teaching me what to do at these events from the beginning, I wouldn't have wasted countless hours, heck YEARS, doing the wrong things, again and again, only to have the results make me more confounded than ever. Using the trial and error method, along with some fantastic wisdom from some of the referral and relationship experts of our day (whose names and info we have archived in the back of this book for you) I have developed what I consider to be THE go to guide for anyone who is interested in becoming more effective at networking events.

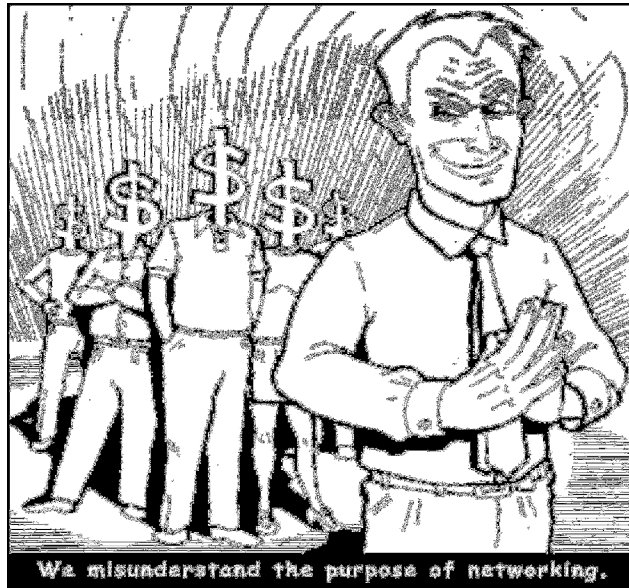
That begs the question, "So why do we attend networking events?" Thanks for asking, that's a GREAT question! The reason we attend networking events is (drum roll please)...

TO MAKE AND BEGIN CULTIVATING MUTUALLY BENEFICIAL REFERRAL RELATIONSHIPS.

Ok, I may have lost a few of you there. I know some were thinking TO MAKE SALES, or TO MEET PEOPLE, or some of you wilder ones might have yelled out TO GET DRUNK! Ok, all of these things can and DO happen at networking events, but the bottom line is, the people in that room can be a part of your team IF YOU recruit them the right way. Selling to them the first time you meet them, annoying them with meaningless chatter, or offending them with your lack of people skills won't make it happen. Putting their needs first, showing them you care, and having a Go-Giver attitude will. So sit back, relax, and read through the list of the **10 Mistakes We Make at Networking Events and How to Avoid Them**. Memorize it, take it with you to events. If you master this list and use the principles I teach you, you WILL increase the amount of referrals you get.

Your partner in Referral Mastery,

Mac Cassity



### **Mistake #1: We misunderstand the purpose of networking.**

I want to paint a picture in your mind. Imagine you just opened the double doors of a large and vibrant networking event, let's say it's your chamber of commerce's annual gala. Before you stand two hundred well to do, connected, and most importantly, strangers. Now, what do you have in your mind when you see all of those people? More importantly, how do you view them as it relates to your business? If you look out at the crowd with your mouth watering like a hungry wolf about to pounce upon a poor and defenseless lamb, please...slap yourself in the back of the head. That mentality is one of the reasons some business owners HATE networking events. Those that tend to see all of the attendees as nothing more than dollar signs ruin it for the rest of us that are truly interested in meeting professionals and developing mutually beneficial referral relationships.

How many times have you heard “You absolutely MUST try my product!” Or “I can help ALL of your clients, call me...” and you think to yourself “I don’t even know this person, heck no I’m not calling them! I don’t even want to see them again if I can avoid it!” These kinds of people are more interested in shoving their business card down your throat before even getting to know your last name, much less what it is that you do. They prey on the folks that attend these events and if they walk away with a sale, they consider it a success, no matter that most were turned off by their presence and in the future, will do what they can to avoid them. This is NOT why we are there of course, and acting like this results in Mistake #1, *We misunderstand the purpose of networking*. As we said in the introduction, the goal of networking is to MAKE AND BEGIN CULTIVATING MUTUALLY BENEFICIAL REFERRAL RELATIONSHIPS. That’s not to say that someone won’t have another mini- agenda...finding a speaker for an upcoming event, locating a sponsor, or yes, if the offer is real and the timing is critical, a sale may well occur, but by and large, our primary purpose is and should be relationship building. What you want to do is not view everyone in the room as merely a dollar sign, but instead, as potential long term relationships and a source of possibly endless referrals for your business (yes, this is a book title by Bob Burg, and if you haven’t read it, go pick it up NOW). If you were to view those individuals with the bigger picture in mind, you might just treat them with a little more respect. Realize that if treated the right way, instead of making 200 SALES your goal (if there were 200 attendees let’s say) you would instead make developing 200 referral sources your goal. Which would you rather have: 200 sales, or 200 individuals sending you 5-10 referrals a year? Sure, it

makes sense, but look around the room at the next event you attend and you will see someone looking back at you as if you were that dollar sign...if you DON'T see that person, that person could be you...now STOP THAT!

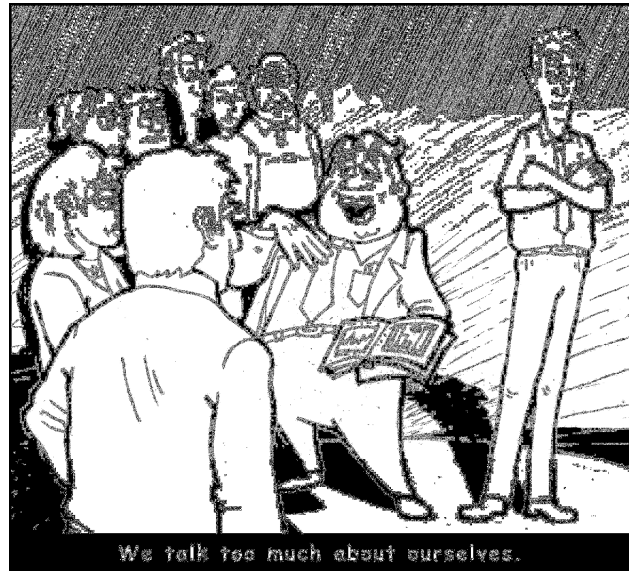
## **Mistake #2-We only hang out with the people we already know.**

Now, this is a tough one. You get to a networking event, and immediately you spot your buddy. You go over and talk to him/her and jump right into the swing of things. “How’s the kids, the job, did you watch The Apprentice last night...blah blah blah.” A couple of drinks later, a bite of food or two, another friend shows up, then another, next thing you know, you are having a ball! You haven’t seen some of these guys in a few weeks and you are really enjoying yourself. What a great event, right? WRONG! This is a cardinal sin of networking, or as we define it here, *Mistake #2, We only hang out with the people we already know.*

When we go over this one at seminars, we hear the same things over and over again. People want to FIGHT for their right to hang out with their friends at these events. They are extremely adamant that this makes sense as they are trying to deepen those relationships. Well, I say this, “If you knew ‘em going in, you will know ‘em going out, and as long as you didn’t ruin the friendship by doing something stupid, it will be intact as well.” Yes, you want your friends to still like you and send you referrals, but chances are, they already do. See, you can do whatever you want at these events, but if you want to increase the referrals that you get, you must follow these rules. There IS a way to respect your friendships AND get more referrals at the same time for both you and your friends, so try this at your next event. When you are at a networking event, and you see some friends you know, say this: “Hey, great to see you John! (if his name isn’t John, you may have to change that last word). Look, don’t be offended if I take off to meet

other folks. You see, since we already know each other, I want to go and meet some of the other people here and see if I can uncover those individuals who might be good power partners or referral sources for you. If you do the same for me, maybe we can meet back here at the end of the event and compare notes.” See what you just did? You were respectful to your friend, explained what you were doing and how it would benefit them, and then you sent them out to the crowd to work for you! Now THAT is leverage. Your friend is going to know you care about them even if you only spent about 30 seconds talking, and in turn, they are going to go and see if they can uncover some good sources of referrals for you as well. It’s really that simple. We have found that this technique does two things very effectively. Number one, it keeps you on task as to your true intended purpose and two, it gets your friends ON task in the first place. You see, at most networking events, folks are either trying to sell everyone they meet, or they are merely socializing. There are usually very few as savvy as you are (now that you know what to do that is) and this technique probably just reminded your friend why he/she is there in the first place. Look how productive the events you attended would be if everyone quit making mistake #2...would be pretty cool, huh?





### **Mistake #3-We talk too much about ourselves.**

Quick question, 10 points if you get it right.

Q. What is the easiest and most effective way to tell if you might be saying the wrong thing at a networking event?

A. If you can hear your voice, and you are not asking a question.

This mistake, like some of the others, seems obvious, but just about everyone screws up here.

The reality is, everyone loves to talk about their favorite subject: Themselves. If given the chance (and just enough alcohol) they may never stop. We want you to recognize this mistake before you make it and give you some tips on how to avoid it.

The last thing people really want to hear when they first meet you is your life story or why your company/product/service is the best and how it will change their life. Why your customer

service process is superior and if they did business with you, you would make it an experience they wouldn't soon forget. You know what I am talking about, I know you do, but I'll also bet that you have been guilty of this one in the past. Almost EVERYONE has until they train themselves the right way. It is so easy to launch into your sales pitch when someone asks "What do you do." I mean, they asked, they want to know, right? Sure, if someone asks what you do, you answer. But keep it short and sweet, and turn the questioning back to them. We will address how to answer the question "What do you do?" in a concise and meaningful way later when we tackle mistake #4 but for now, let's simply focus on trying not to talk so much about ourselves. The way to avoid this mistake is simple, get the other person to talk about themselves. If you do your job right, then this is what you will eventually start to hear over and over again. "I'm sorry, I have been talking so much about what I do, but can you tell me again more about what it is that YOU do?" And guess what? Even THEN you don't want to go into detail. We will help you define your meaningful job description next, so once you have that, just throw it out again here. Focus on THEM, what is important to THEM, not you. If you can be respectful, develop rapport, and start to build a relationship with this person and say AS FEW WORDS AS POSSIBLE, you really will be ahead of the game. Now, let's define something here. If you have moved into a conversational mode, and you are talking freely about subjects OTHER than your work, then you've REALLY made some progress. The talking too much rule mainly applies to talking about yourself and your business, not necessarily talking in general. We make this distinction because some people will take this too literally and show up at the next event

having taken a vow of silence. SHEEESH, you wouldn't think we would have to explain this...we do.

## **Mistake #4-We don't describe what we do in a way that is meaningful to others.**

What comes to mind when you hear the question, "What do you do for a living?"

If you are like most people, and I mean almost EVERYONE, you answer with a job title:

"Realtor."

"Mortgage Broker."

"Sales."

BORING!!!!

If you want people to remember you, you have to make them stand up and take notice for goodness sakes! I mean, how many people do you know who "sell insurance?" If you attend networking events regularly, I'll be you know a few. But how do you refer to them? Probably as "that guy I know who sells insurance" or worse yet something else even less exciting. But how many people do you know that *Spend time with clients helping them to identify risks that could prove financially devastating to their business or personal life, and show them simple and inexpensive ways to avoid them?* If you didn't figure it out, that was a description of an insurance agent, but one that is MUCH more meaningful to a potential client or referral source than just "insurance agent". Put it this way, there are 200 people in a room, and you have to make yourself stand out from the crowd without setting yourself on fire. Chances are, there is someone else in the room who does exactly what you do. I mean, unless you train one armed

Brazilian wombats, the people you talk to will probably know someone else who does what you do. But if you are able to paint a vivid picture in their mind of exactly what you do and why it is meaningful to the people you serve, they are much more likely to remember you the next time they see you. And even better, they'll remember you when they need to refer someone who does what you do. Anyone can come up with this type of description of what they do, it just takes a little thought and a hint of creativity. The key again is to describe exactly what you do in an informative way that paints a picture in the listeners mind. Then follow that up with why that particular service is of value to the clients you serve. For example, when we are networking locally in Maryland, or abroad, we could easily answer the question of what we do by saying "marketing consultant," but that sucks...so we don't. Instead, we might say something like, " we identify individuals or businesses who are interested in having a large stream of income coming directly from people who are sending them qualified referrals day in, day out, 365 days a year, and then we teach them how to do it." That does more to excite prospects we might meet than saying "marketing consultants," wouldn't you agree? Just a note here, as part of our more in depth program, Perfect Networker, you can message me personally and I will help you develop a much more memorable one for your business. Just find me at [www.PerfectNetworker.com](http://www.PerfectNetworker.com) .



### **Mistake #5-We don't have an effective follow up system.**

Ever come home from a networking event about 2 lbs heavier, because of the huge load of business cards filling your pockets? We have. It's kinda scary. To know that a whole family of trees gave up their lives so that we could have 18 business cards from a Realtor named Bob. (You see, Bob was so interested in telling everyone about what HE does that he kept forgetting that he already met us earlier at the event...EIGHTEEN TIMES! See Mistake #3). So there sits the stack of business cards on your desk, looming like a towering monster staring at you day, after day, after day until FINALLY...you throw them away. Be honest, you know you have done this; we certainly have, and it's a shame. We met the right people, had the right conversations, got their contact info, but we didn't follow up. Why? Simple. Because of mistake #5-*We don't have*

*an effective follow up system.* If we had a system to get back in touch with these people within days of the event, in a meaningful and memorable way, and it only took us a few minutes, that would make life pretty simple AND productive, wouldn't it? Well, those systems exist, and we can show you how to use them. A system could be as simple as:

1. Get a business card
2. Send a greeting card
3. Schedule one on one meeting
4. Add to follow up newsletter campaign

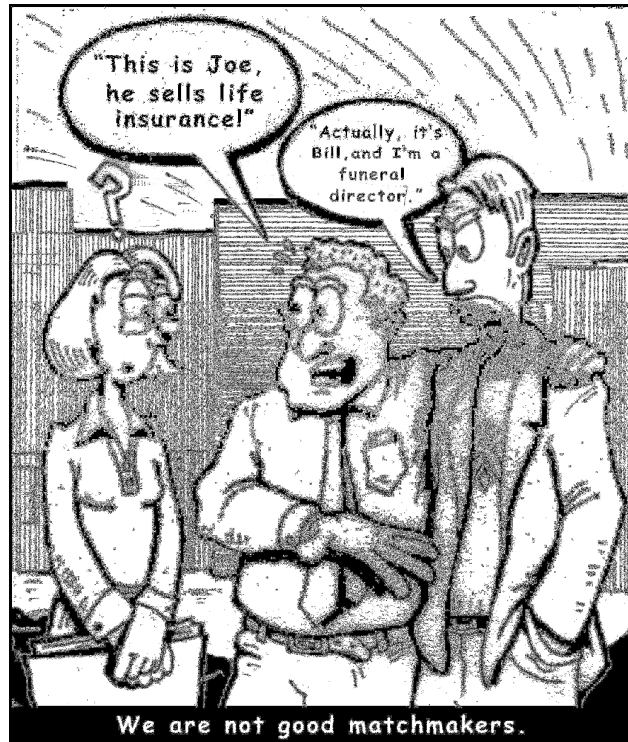
Now, if the above contacts are meaningful and NOT just sales based, you can help to deepen your relationship with that person. If your materials are just sent to try to sell your products, don't even bother sending them. You are better off sending direct mail to people you don't know. We are talking about developing referral relationships here, not selling everyone you meet...remember that. Another key principle to note here is that proper follow up can be individual. What we mean is, having an effective follow up system for you maybe different than it is for someone else. For example, based on the nature of our business, it would be impossible for us to follow up with and schedule a one on one with every person we meet. Trying to do so would be futile and there is no way we could truly give value to everyone. We do, however, regularly maintain a group of 100-150 close, mutually beneficial referral relationships. This allows us plenty of time to be able to add value to those individuals and get to know them each

on a more personal level. We are more likely to set up a one on one meeting with an individual or business we are looking to develop a referral relationship with than just to keep them at arms length with an email or snail mail campaign. That doesn't mean we don't do some of this, we just try to maximize our time by being a little more selective. Not everyone you meet at a networking event will be a good fit to add to your network. For instance, if you know 10 Realtors, it would be hard to add 10 more to your network and give them all value. What we have done to try to be of service to the largest number of people is develop a program that can teach anyone how to be more successful with respect to building and developing mutually beneficial referral relationships. **The Referral University Mastery Program** goes over in detail through audio, e-book workbook, AND monthly seminars exactly how you can make these systems a part of your every day routine. From what to do to how to do it, we go over it all. If this info is starting to seem like a little much, the Referral University Mastery Program can help you tie it all together in a simple easy to understand effective system. If you want more info about everything included in this program, head on over to [www.PerfectNetworker.com](http://www.PerfectNetworker.com) . The Referral University Mastery Program is available for FREE in the learning center there.



### **Mistake #6-We don't meet the host/centers of influence.**

Sometimes at events, we get so caught up in what is going on that we forget to meet the really KEY people that are there. I mean, if you are standing in a room full of 150-200 people, shouldn't you meet the person who got them all there? Yes, you should. Here is a hint...they're usually standing near the door greeting people as they come in. If that person has the influence to get that many people to a mixer, then who do you think they could introduce you to? We won't drive this into the ground. Meet the key, influential people at the events you attend, and offer to help them in any way you can. Make a friend, show them value, and in turn, they will introduce you to their friends. 'Nuff said.



### **Mistake #7-We are not good matchmakers**

One way to be a hit at an event is to learn how to become a good matchmaker. Introduce people you meet to others in a meaningful way and you WILL be remembered. Oftentimes, we have found out later that the people we introduced became clients of each other and some large deals ensued as a result. If you are the one that made that relationship happen, you have made a meaningful impact on BOTH parties, perhaps for life.

Unfortunately, what happens all too often is someone will be standing alone at a networking event. They are the equivalent of the wall huggers at the school dance. Wide eyed, looking for

direction, looking to engage. They are not involved in a conversation, yet no one pulls them in. It's up to THEM to make that entrance, and the folks who are a bit shy or not good at segues find this difficult and sometimes just walk away. Not good. The reason why is because of Mistake #7-*We are not good matchmakers*. I am certain that this person is not YOU, especially because of all your excellent Glenn and Mac advice. How about we take it a step further... How about YOU decide to be the person to engage others? Pull people into conversations. Make it a point to be a matchmaker for as many people as you possibly can, while being respectful of their time and goals. What we do when we go to an event, and you can too, is something that was mentioned briefly in the section on Mistake #2. We meet individuals, and based on what they do, and what goals they have, we try to match them up with other folks who would be good power partners in their businesses. Remember the game MEMORY, where you had a bunch of little cardboard squares with pictures on them, and you had to only turn over two at a time to try and find a match? This is the same principle. However, instead of collecting the most squares and winning the game, you try to create as many referral relationships as you can and EVERYBODY wins. Novel concept, huh? Believe us when we say, if you go into the event with this mindset, you will win, and win big...

One of the keys to overcoming this mistake is to make the introductions the right way. After all, if you can't remember someone's name, or you introduce them as a contractor, and they are the President of a bank, you probably didn't make the impression that you wanted to. So here are a few tips to help you make the impact that will be the most meaningful:

- Carry a pen with you, and when you meet someone, jot a note about the conversation on the back of their card. This way you can better remember some specific details about what you spoke about. Bringing some of this info up at the time you introduce them can really have some serious impact.
- When you introduce someone, make sure you use their full name, what they do (job title or company name) and why you think they would be a good contact for the other person OR something specific about they are looking to accomplish if you have gotten this info from them.
- If you see that the folks are conversing well and getting along, make a polite exit “I am going to excuse myself so you two can talk, have fun and let me know if I can be of further assistance to either of you.” This will further reinforce the fact that your main purpose was just to introduce the individuals to one another. The fact is, their next few minutes will probably be spent talking about how much they each like and respect you. Remember, that is not your purpose, but it just happens as a part of human nature...pretty cool, huh?
- Finally, to reiterate what we talked about above, when you see someone who is not engaging, engage them. Find out about what they do and what they are interested in so you can go out and find others to introduce them to. This technique is especially valuable at a large gathering where the folks NOT engaging are usually pretty numerous and easy to identify. They might be intimidated or perhaps new to networking or new to their particular position or business. They NEED your help. Go help them!

Now, I am not going into detail here about the actual referral process, because this book is strictly about networking events, (and we cover this subject extensively in our **Referral Mastery Program** but suffice it to say that matchmaking is a HUGE component of delivering quality referrals. For instance, introductions themselves are a form of referral. Granted, you haven't always gotten to the point of the KNOW, LIKE, and TRUST stage, but you are referring one person to someone else based on what you know about them. If you are the person responsible for putting two people together at an event, and they go on to do lots of business together, who do they have to thank? You, that's who. Make it a point to engage others at events, and

introduce folks you meet to others based on what they do, and do it in a meaningful way. In addition, if you know some of the people at the event already, you may be able to qualify those introductions with actual testimonials or case histories. This will greatly increase the value of the introduction. Avoid mistake #7 and become a GREAT matchmaker!

## **Mistake #8-We show up just to be seen**

“Hey, I will be over at 8, I just need to run by this mixer and make an appearance...” Do me a favor, DON’T BOTHER KNUCKLEHEAD! Unless you are Prince, Mick Jagger, or The President, your little “appearance” is not going to mean diddly squat to anyone in attendance. Yes, diddly squat...*Mistake #8-We show up just to be seen.*

Politicians do this one all the time. Pop into an event, get some pics taken, kiss a baby, and WHOOOSH, back to the batcave...or wherever else it is that they hide and do nothing. In reality, this mistake does more harm than good for you. It would be better for you to only attend those events that you can make a meaningful presence at and be there long enough to have some positive impact on those in attendance. Even if you can only attend one event a week, as long as you can commit to being there for the duration, you can meet folks, introduce folks, and be a valuable presence in the room. I know there are 10,000 things going on in your city this week and you want to hit them all, but as we discussed, it doesn’t truly add value to just pop in. What we recommend is, speak with someone who will be at the events you can’t be at. Find out what happened. Get the scoop on who attended. What connections were made. If it was a well attended and valuable event, maybe you can go ahead and calendar the next one. This makes much more sense than bouncing around from place to place and having no impact on any one group of people. This can be a hard habit to break and we see it all the time. At most of the seminars we do locally, there is always someone either coming early because they have to

leave before it is over, or they are coming in late because they are coming from another event. This almost ALWAYS happens and it is very noticeable because we always have a seminar component along with the networking portion, so someone is either leaving in the middle of a informational seminar, or walking into the room in the middle of it...do I have to tell you this is rude? Now, if you or your significant other is about to have a baby, or you get an emergency phone call, cool. Otherwise, just don't do it! We ALWAYS hear this at these events: "Where is so and so? I had a referral for her, but she left!!" This is so common it is ridiculous. It is almost as if the gods of referrals are punishing those who choose to do it THEIR way. Relationships and people always pretty much work the same way. Once you realize that and start acting accordingly, you can basically write your own ticket. But until you do, you will run yourself ragged, bounce around from event to event and never really get the true value of any of them. Sum it up: Go there, stay there, add value, repeat.

## **Mistake #9-We don't ask the right questions**

"So, how 'bout this weather?"

"Whattya think about them melting icecaps?"

"um....where is the bathroom?"

All good questions, and appropriate in their own right at the right time. Probably not the best questions to ask when trying to build and cultivate referral relationships though. (for those of you who have forgotten, THAT is why we are at the event in the first place.) This leads us to *Mistake #9-We don't ask the right questions.*

Your goal should be simply to find out as much as you can about what the other person does, why it is important to them, and how they can be of value either to you, your clients, or your existing referral relationships.

"What do you do?"

"What got you into that line of work?"

"What do you like best about doing what you do?" And the HOLY GRAIL of networking questions:

"How do I know if someone I'm speaking with is a good referral for you?"

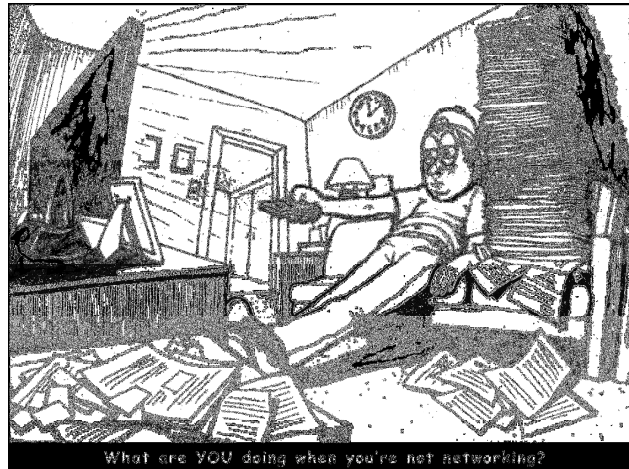


That one question alone will help to cement you in the minds of others at networking events and meetings more than anything else you could possibly think of. Not only are you showing them that you care about them, but you are trying to get targeted information to help them put money in their pocket! BINGO! You just made a referral relationship! This kind of question will virtually make them feel GUILTY about not giving you anything in return. I have seen this question just about force someone to run out and find a referral for you...I am not joking, it is that powerful.

Now, I could spend an hour or more and 10 pages on questions, but I won't. The reason why is, Bob Burg has already created a fantastic chapter on this very subject in his book *ENDLESS REFERRALS*. He is the one that taught us the HOLY GRAIL question by the way. We highly recommend you make this book a part of your referral relationship marketing arsenal. Another fantastic resource is Jeffrey Gitomer's *LITTLE BLACK BOOK OF CONNECTIONS*. Along with Bob Burg, Jeffrey Gitomer and his *LITTLE BOOK* series have made up a huge part of my curriculum in what I try to teach others and live by myself. I am by no means perfect in my endeavors, but by utilizing what these masters teach, I DO get better and better each day. I have included a more in depth list of resources at the end of the book, so be sure to check out those I recommend and how their expertise can get you where you want to go.

To sum up this section: Ask a good question, then another, and then another. Let the OTHER person talk and show them that you care about them. Find out enough info so that you can not only introduce them effectively, but you can better identify referral sources for them. If you can

adopt this attitude of putting their needs before yours, you will make fans of those you meet...a very powerful position to put yourself in, wouldn't you agree?



### **Mistake #10-We don't attend enough networking events**

Ok, we have been through what not to do at networking events. I have given you specific examples of what you are supposed to do. I have even included the reasons why AND given you some additional resources to follow up with to become even BETTER at getting referrals, so now what? Well, go out to some events and practice your skills! The final mistake you should stay away from is Mistake #10-*We don't attend enough networking events.*

If you rarely attend events, or attend them sporadically, it will be hard to really build the successful referral relationships we have been talking about. I would suggest you attend at least one event a month. If you only go to one networking event a month, make it a BIG one, and make sure you follow up with as many people as possible in a meaningful way. An even better strategy is to attend several smaller ones per month, so that you begin seeing some of the

same people again and again. That frequency of face to face contact really helps to build and cultivate those referral relationships (hopefully that phrase is starting to stick in your head...).

The key is consistency and developing a plan of action. Those folks that are networking junkies try to attend EVERYTHING that is going on. They run around all over town, without a plan or goal in mind other than making sure they don't miss an event. Yeah, they are everywhere, but are they offering any real value at any of these events? One thing I like to do is plan out our month in advance. Personally, I am heavily vested in my local Chamber of Commerce, so I try to attend all of those events that I can, and in addition, I try to throw 2 or 3 random events in as well. Speaking engagements, seminars, etc. Most months, I may attend 5 or more events, but I make it a practice to hit at least 4. Because I keep a faithful presence in the groups we mentioned above, it is more likely that I will see some of the same people over and over again (and there are ALWAYS new faces there as well) so I can refer the new folks I meet to the ones I already know, like, and trust. This practice has served me well and has been the cornerstone to the development of my current network of referral relationships. The people I do business with on a regular basis (I mean those who are either clients of mine or just referral relationship partners) are awesome. They really follow the principles outlined above and have a mentality of putting other's needs before theirs. That is the true goal of everything we have been talking about in this book. If you can remember that one thing, then I have done my job. Our aim is to make as many people as successful as possible at each and every networking event in the country. We've got our work cut out for us, but now that we can

scratch you off the list, congratulations! Thanks for reading and we wish you much referral success!

**If you have not already done so, please go to**

**[www.PerfectNetworker.com](http://www.PerfectNetworker.com)**

**and sign up for a FREE membership to one of the fastest growing social networks  
EXCLUSIVELY for business professionals like yourself! Meet and network with business  
owners and professionals from all over the world, build relationships, learn more about  
networking through our LEARNING CENTER and so much more!!**



### **A final thought from Mac**

I want to congratulate you once again! So many business professionals never even get this far so your efforts should be applauded. Having said that, I want to welcome you to the beginning. That's right, although you have reached the end of this publication, this really represents the beginning of your journey. You see, learning how to effectively build and cultivate referral relationships is a lifelong endeavor. There are so many pieces to the larger puzzle and although using this guide WILL make you more referable and will make you more successful, it is up to you to do the work. Making these principles part of your everyday business life and making them a HABIT is key. I have designed this book to really be a guide that you use to help perfect your networking skills until they are second nature. Use the notes area in the back to make notes after you attend events. Jot down the things you did well, and perhaps the things you did not so well. In addition, try to see if you can identify those at the event who committed some or all of the 10 mistakes listed in this book. When we are able to identify others who commit these networking errors we become better at noticing when we do them as well.

Work on yourself everyday to become more referable. Read self improvement books. Purchase programs that will help to build your referral marketing toolkit. (we have included some resources for you to check out at the back of this book.) Ask questions of other to get a feeling of how others see you. BE HUMBLE. We aren't perfect, we have flaws, it is identifying these flaws and working on them that is the success.

Finally, work for others. Put others needs before yours. This is the fastest way to success and you will discover like we did, that once you put this principle to work, doors start to open up. People look at you differently. They are happy to see you, and more importantly, happy to HELP you. This means by giving you referrals, doing business with you, offering sound business advice, and more. If you can seriously, from your heart, put others needs before yours, you will not only do well, but will make a difference in the community in which you operate. I have found that once I committed to this principle 100%, I have moved forward in my business and personal life more quickly than at any other time in my life. Try it. It works.

Mac Cassity

## About the Author

### **Mac Cassity**

Mac began his marketing and sales career when he made his first insurance sale at the tender age of 15. Since that time, he has worked to learn all he can about ways to help grow and market new businesses. Upon discovering and becoming interested in Referral Relationship Marketing, Mac found his true niche. Mac partnered with Glenn Garnes and Ken Rochon to form Perfect Networker in 2008. Glenn Garnes has moved on to other endeavors and now, the team of Mac Cassity, Ken Rochon, and Thomas Gross are taking Perfect Networker to new heights and helping to connect others together from all over the world.



**Mac Cassity**



## Resources

**NOTE:** This is by no means a complete list but simply represents the top of the heap of the ones we have felt have given us the most value throughout our referral relationship marketing careers.

**Mac Cassity-** You can reach Mac anytime at [Mac@PerfectNetworker.com](mailto:Mac@PerfectNetworker.com) or simply sign up and get a free profile and connect to him directly!

[www.PerfectNetworker.com](http://www.PerfectNetworker.com)

### Authors and Trainers:

**Bob Burg** – Bob is an absolute genius when it comes to strategies for networking and relationship building. He offers a number of books, training courses and materials on the subject, and every one of them is a gem. We include *The Go-Giver* as a bonus in our course because it's a perfect fit philosophically with the principles we teach, but Bob's other materials are excellent too.

Be sure to take a look at *Endless Referrals*. We used to include that in the course before he came out with *The Go-Giver*.

[www.burg.com](http://www.burg.com)

**Harvey Mackay** – Harvey is another relationship master who has written a number of books on a variety of topics. The one that is most relevant for purposes of this course is *Dig Your Well Before You're Thirsty*. If you've ever wondered why building a people network is important, this book will answer it for you. Every serious business person should read this book.

[www.harveymackay.com](http://www.harveymackay.com)

**Jeffrey Gitomer** – Jeffrey Gitomer is the only guy I know who could have been equally successful as a comedian and a networking master. His book *The Little Black Book of Connections* is a quick read, and full of the best advice you can get anywhere on relationship building. And, Jeffrey will have you chuckling the whole way through. I would have loved to see Jeffrey in a career as a comedian, but I'm glad he chose to be a networking guru!

[www.gitomer.com](http://www.gitomer.com)

**Dan Kennedy**-Dan is an extremely well known speaker, trainer and consultant. His ability to develop sales letters and headlines that return massive profits is legendary. We are students of his teachings and feel that your marketing toolkit is not complete without at least SOME of his books or materials.

[www.DanKennedy.com](http://www.DanKennedy.com)

### Classics on Relationship Building and Business Success

*“How to Win Friends and Influence People”* by Dale Carnegie— If this book isn't in your library, or if it's in there but you haven't read it, you're crazy! I don't know a nice way to say it. This could possibly be the single most important book any single person has ever written on relationship building. Get it, read it, live it!

*“Think and Grow Rich”* by Napoleon Hill – Another classic work that chronicles the traits and characteristics of the most successful people of our time. While it's not so much about networking, it does provide quite a bit of insight into the attitude that creates success. Read chapter 10 on the "mastermind principle". That one chapter could change your life.

### Referral and Networking Groups:

**Perfect Networker**—There are many referral groups, networking groups, etc. out there, but this one is our FAVORITE! Ok, we may be biased, because we started this one, but nonetheless, we think it's pretty darn good. We have taken face to face networking and referral groups to the next level. Perfect Networker combines face to face networking, a masterminding format to help professionals build their business, extensive referral relationship marketing training, and finally, a proprietary REFERRAL TRACKER online based software to help folks manage, quantify and qualify referrals.

[www.PerfectNetworker.com](http://www.PerfectNetworker.com)



## Networking Checklist

Bring with you to networking events to make certain that every event you attend is as successful as it can be!

- **Business Cards** -Bring plenty, but remember, your goal is to get other cards to be able to follow up with those you meet.
- **Name tag**- Whether the event provides one, or you bring one, make sure to wear it, and wear it on your right side...that way, when you shake hands, the other person will be eye to eye with your name and business info.
- **Arrive early**-If you know the event planner, or get a chance to meet them early on, perhaps you can help greet the guests...a fantastic way to get a chance to meet everyone who attends!
- **A pen**-Use it to jot down notes on the back of business cards you receive so you can remember important info about those folks you meet...referencing these key points when you follow up will help you score major points.
- **Working Calendar** -Blackberry, laptop, or just a day planner, this is a great tool so that you can schedule follow up one on one's with those folks you meet.
- **Mints or Gum** -Not only will this tip ensure that the conversation lasts longer, you may just be a hero for someone else who is, shall we say, fresh breath challenged!
- **The 10 Mistakes We Make at Networking Events and how to Avoid Them**-Ok, the geek squad may arrest you if you are caught carrying this around at an event, but the principles hold true and are VALUABLE...make sure to keep this in your car and refer to it before you enter the event.

## Notes

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