

# Communicate and Network Your Way to More Success!

by Lillian D. Bjorseth

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*Welcome to another issue of Communicate and Network Your Way to Success. My mission is to provide you with valuable information that you can use immediately in the office and at off-site meetings, conferences and other opportunities to build relationships. I'll also keep you up-to-date on public workshops, events and products I offer to help you hone your skills and grow your network.*

*Contact me directly for conference and meeting keynotes, workshops, in-house training or consulting in vital business networking, business development, communication and team-building skills ... or if you would like to reproduce any part of this newsletter in your organization's print or electronic media.*

*Please enter [lilianspeaks@duoforce.com](mailto:lilianspeaks@duoforce.com) into your e-mail database to help ensure you will receive this newsletter. If you are unable to view it here, you may read it online at <http://duoforce.com/ldb/direct3-newsletter.htm>.*

## In this issue:

1. Relationship Building Moves Like a Turtle ... Slow and Steady!
2. Want to Rub Elbows With 800 Top Women Executives? (Prada vs. *WSJ*)
3. Promote Yourself the Professional Way
4. Increase Your Networking Savvy
5. Writing Made Easier on Paper and the Screen
6. Ask the Business Networking Authority -- What do You Think of Business Leads Groups?
7. Did You Know ...



## Relationship Building Moves Like a Turtle ... Slow and Steady!

Englishman Christopher Chapman requested the following epitaph in 1680:

What I gave, I have.  
What I spent, I had.  
What I left, I lost  
By not giving it.

More than three hundred years later, it is still a good prescription for successful relationship building. In fact, the art of networking is based on the premise that to give is to receive.

Some people get it; some don't and are quick to blame the process. In fact, they have their modus operandi backwards. They want to "get" immediately ... or at least within a week or a month of having made a new contact. Certainly, before they expend a lot of time and effort on the other person.

They are easy to spot. They talk incessantly about themselves and seem to consider it an interruption if you ask a question ... even about them! They walk away from a conversation without knowing much more about you, and they don't even care.

They also are the people who call or e-mail you and within 10 seconds are telling you they what they are looking for: a different job, a lead into a certain company, and so on. Seldom do they ask how you are doing.

Another good example is the new members in a chamber of commerce who send letters of introduction to other members. I've gotten 30-40 over the years. They all follow the same pattern, "I'm a new member of "xyz" chamber, and here's what I do. I'd like to stop by your office and tell you more." Rarely, do they indicate even a passing interest in what I do. What a radical departure it would be to get the following:

"I'm a new member of "xyz" chamber, and I want to get to know you and your services better. May I stop by your office or take you to lunch soon?"

I'd be so impressed I'd pick up the phone and offer to take them to lunch! They would be a good example of the "other people." They are the ones who ask, "Who are your best customers/clients?" or "What need/pain shall I listen for so I know when to refer you?" And, you know they mean it because they are quiet and give you time to answer thoughtfully! Then you can reciprocate with similar inquiries.

Relationship building takes time, care and commitment, which can be too much work for those who expect instant gratification and results.

Rome wasn't built in a day. Neither is a good network. Romulus didn't let naysayers deter him, and Rome still exists! Here are some good reasons why you should stick with the tried and true networking process to reap solid, future benefits:

- Warm calls (those backed by a referral from someone else or someone you have met) produce at least 80 percent more results than cold calls.
- At least 85 percent of all jobs are found through referrals.
- Each of us knows about 300 people to whom we could refer others and to whom others can refer us.
- We are only six people away from anyone in the world we want to do business with when we proactively let people know. (This exercise works near miracles in my workshops.)
- Networking greases the skids so we can slide easily into the door.
- In the beginning, it's whom you know not what you know. Once inside, you need to be the "what" expert.

The networking process works; it's people who corrupt it.



### **Want to Rub Elbows With 800 Top Women Executives?**

Then join Lillian at the Sept. 26 Executives Club of Chicago's Women's Leadership Series 2006-2007 kick-off breakfast. Lillian will be one of three speaker/panelists who will discuss "Executive Presence – How Savvy Are Your Business Skills?" Come see what Lillian has to say about Prada vs. *Wall Street Journal* conversations when she discusses business networking skills and signs her book, *Breakthrough Networking: Building Relationships That Last*. Program runs from 7 – 9 am. Cost is \$36.50 for

members, \$57.50 for non-members. Location is the Chicago Hilton, 720 S. Michigan Ave., Chicago. RSVP by Sept. 12, 2006 at [www.executivesclub.org](http://www.executivesclub.org).



### **Promote Yourself the Professional Way**

There's a fine line between confidence and egotism. The former is a great asset to your career and business. The latter usually is a detriment. Learn more about how business people gain and exhibit the needed confidence and market themselves successfully at the Aug. 18 program, "Promote Yourself the Professional Way" from 11:30 am – 1:30 pm at the Naperville Country Club, 25 W 570 Chicago Ave., Naperville. Lillian will be joined in the presentation by Pat Price, marketing consultant and Dale Carnegie instructor. Sponsored by the Naperville Area Chamber of Commerce, the cost is \$25 for members, \$35 for non-members. To RSVP, call 630-355-4141 or [www.naperville.net](http://www.naperville.net).



### **Increase Your Networking Savvy**

If you are in Chicago's southwest suburbs or northwest Indiana, here's your chance to participate in one of Lillian's half-day programs, "Increase Your Networking Savvy," from 8 – 11:30 am Sept. 20. To be held at the Frankfort Park District's Founders Center, 140 Oak St., the program is sponsored by the Frankfort Chamber of Commerce, and neighboring chambers have been invited. Cost is \$30 for a member of any chamber and \$40 for non-members. To RSVP, call 815-469-3356.



### **Writing Made Easier on Paper and the Screen**

Is it that or which, the active or passive voice, when do you use your left side of your brain, when the right side? Do you break out in a cold sweat (or at least muster a drop or two) when you look at a blank piece of paper or your computer screen? If you or your employees have any of these concerns or others of your own, then you have two opportunities this fall to ease some of your pain. Join Lillian from 8:30 am – 3:30 pm either Sept. 11 or Nov. 14 for "Writing Made Easier on Paper and the Screen" at North Central College, Naperville. Cost is \$147 including materials. Register at 630-637-5560.



### **Ask the Business Networking Authority**

*Do you have questions about business networking protocol or how to network strategically? Send them to me at [lillianspeaks@duoforce.com](mailto:lillianspeaks@duoforce.com), and I'll answer as many as I can in this newsletter. Put "question for newsletter" in the subject line.*

**Dear Lillian:**

**I have just recently referred to your web site and am still reading some of your material and about your services with interest. I decided to take the bull by the horns to ask a question that has been on my table for a while. Perhaps you may respond with a comment though I realize that I have not yet become a customer. I am a new independent agent for AFLAC. My client base primarily is any business that will offer our products through pretax payroll deduction to the employees at no cost to the employer. We also can sell to individuals on a direct basis. With that**

**introduction, here is my question, “What is your opinion of business leads groups and how worthwhile they may be over the long term?”**

**Respectfully,**

**Peter Scholten**

**North Aurora IL**

**[peter\\_scholten@us.aflac.com](mailto:peter_scholten@us.aflac.com)**

Thanks for the question. I am well qualified to answer as I started and owned a business leads group, Better Business Contacts, for 10 years in the Chicago area. I think leads group generally are a good networking tool. Several things to keep in mind:

- Some are more business-to-consumer oriented than business to business, so you might be meeting as many people in your second target market as your first.
- The groups are a band-aid solution rather than a bandage at first, i.e., it takes time to build relationships. Trust and comfort need to be established.
- It’s a big time commitment, several hours every week by the time you consider travel and meeting time.
- You need to be prepared to give solid leads regularly.
- The groups can help you improve your relationship-building skills.
- The groups are structured and “force” you to work on marketing ... which is a good thing!



### **Did You Know ...**

- **No word in the English language rhymes with month, orange, silver or purple.**
- **The sentence: "The quick brown fox jumps over the lazy dog" uses every letter of the alphabet. (I *know* some of you are going check my accuracy!)**

...until next time!

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