

# Communicate and Network Your Way to More Success!

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Volume 3 Issue 5 October 2006



*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 to build high-value relationships in the office and at off-site events. I'll also keep you up-to-date on public workshops, events and products to help you hone your skills and grow your network. Contact me directly for conference and meeting keynotes, workshops, in-house training or coaching 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 ensure you receive this newsletter. If you are unable to view it here, you may read it online at <http://duoforce.com/ldb/direct3-newsletter.htm>.*

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## **Speak to Boost Your Business and Career**

Forget that speaking in front of others is the Number One Fear. Instead, look at it as an opportunity to get your message to many people simultaneously and sell yourself within your organization and to clients and customers. It can be one of your most effective marketing tools when you have honed your message and know your target market. It can also be a good way to grow your network and your database, with permission, of course.

- **Become a subject matter expert.** Your first task is to define your areas of expertise. What do you do? How do you do it differently? If self-employed, what service or product do you sell? If employed by someone else, do people seek you out as a resource or for advice on a topic? When I was at AT&T (the first one!), my name became synonymous with public relations. Today, my areas of expertise are business networking and communication skills. What's your area?
- **Describe your topic.** Choose a title or titles (use your creativity!) and write a short overview and learner benefits. Show people you are for real. Look as if you are an expert on the topic and a seasoned presenter. Never say, "I am thinking of speaking on thus and such topic." Instead, "I *speak* on thus and

such topic.” While employed at Bell Labs, a friend challenged me to develop my first class in communication. It was his opinion that I knew a lot; however, I didn’t have a beginning, middle or end. I picked up the gauntlet and developed an internal 10-week communication course for employees. And one thing lead to another ...

- **Determine your target market.** This is a major marketing ingredient that takes forethought and time. Make sure the people in the audience can use your services/products or refer you to people who can. Internally, choose audiences that can help further your career and enhance where you are and where you want to go.
- **Approach groups, organizations and internal entities that include your target market.** If you are willing to speak for free (and most beginners do), you will find infinite opportunities. Suggestions include:
  - **Chambers of Commerce.** Usually, you need to be a member to be considered, and you are a prime candidate since many chambers choose not to pay their presenters.
  - **Service Clubs.** There are a plethora of Rotary, Kiwanis and Lions clubs that meet frequently and are looking for pro bono presentations.
  - **Not-for-profits (and their boards!).** I cut a few teeth speaking on behalf of AT&T for the United Way in Chicago. These are eager audiences, and you also get satisfaction from giving as you get.
  - **Networking groups.** Seek out local groups that are not part of a national, multi-chapter organization. They frequently are looking for specific subject-matter presentations at no cost.
  - **Other industry/professional/sorority-fraternity/interest-specific groups that meet monthly.** Almost all of them offer programs to their members and most have a meager speaker budget, at best.
  - **Internal opportunities.** Volunteer to head projects like the United Way, blood drive, and other outside activities your company supports. You’ll gain valuable experience and exposure speaking in front of your team and, sometime, the entire company. Also, jump at every chance to do business presentations in front of peers, managers, vendors and customers.
- **Benefits are myriad.** First of all, it will help you conquer your fear of speaking. Secondly, it will increase your visibility and credibility as a subject matter expert. Thirdly, it will probably lead to more sales and more career success. It helps put you in the drivers’ seat!

**We can help make it happen for you!** Lillian offers one-on-one or small group coaching in presentation, networking and business development skills. Want to start out with products first? Then, visit <http://duoforce.com/ldb/nhuwc.htm> to buy our *Speak Easy: Overcome the Number One Fear* CD or workbook or both at a cost savings.



### **A Can’t Miss Workshop for You on Nov. 30!**

Want to know how to get along better with your peers, employees, management, vendors, customers? Want to understand your own and others’ hot buttons, why you act and react the way you do and how to adapt and flex to improve communication, reduce conflict and build better relationships? Then, attend Lillian’s “Improve Your PeopleSmarts” workshop from 8 – 11:30 am Nov. 30, 2006. Sponsored by the Lisle Chamber of Commerce and

open to the public, it will be held at National Louis University, 850 Warrenville Rd., Lisle. The program will incorporate the leading-edge DiSC assessment tool from Inscape Publishing. Lillian was one of the first in the world to become a certified trainer and has been presenting life-changing workshops on the subject for more than a decade.

Participate if you want to improve your skills, preview Lillian's program for your own organization or company or are a trainer who would like to add the DiSC tools to your offerings. Cost is only \$39, \$35 for three or more from the same organization. To register, call the Lisle Chamber at 630-964-0052. Contact Lillian for more information at [lillianspeaks@duoforce.com](mailto:lillianspeaks@duoforce.com), 630-983-5308. Great networking opportunity included gratis!



### **Our Readers Write Us.**

"I enjoy reading your monthly newsletter. I would like to be able to pass some of the information to members of my small business committee at the Delaware County Chamber of Commerce. In the August 2006 issue, the part about contacting other chamber members is of particular interest."

**Dolores McCabe**  
**Director, Center for Small Business Development**  
**Delaware County Chamber of Commerce**

The **Frankfort IL Chamber of Commerce** shared that it forwarded the August issue to its more than 600 members with a link to sign up for the September networking workshop Lillian did for the **chamber**.

"I have a word that rhymes with purple: burple. That's what I would go to my sons after they finished their bottle!"

**Juli Schatz**  
**Vice President/Marketing Communications,**  
**VillageProfile.com, Inc.**



### **Date set for Sixth Great Chicago Networking Extravaganza**

Mark your calendars now for another Great Chicago Networking Extravaganza, one of the premiere networking events in the Chicago area! This one will be from 5:15 – 8:30 pm April 11, 2007 at the Mid-America Club, Chicago. It will be the fourth time we are using this spacious venue that enables us to have a private space for our exhibitors and open networking as well as another area for seated activities. We are again offering business category exclusivity for our sponsors. Contact Lillian at [lillianspeaks@duoforce.com](mailto:lillianspeaks@duoforce.com) or co-host Jason Jacobsohn, [jason@jacobsohn.com](mailto:jason@jacobsohn.com) if you want to be a sponsor.



### **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 want to network through business and professional groups to grow my business?  
How many do you recommend I join?**

**Ready to Go in Pennsylvania**

Less is more! Join fewer groups and get more involved. Join two, one business and one professional and/or one civic. Keep track of what works best for you.

Then get involved immediately. Volunteer to serve on a committee, agree to head a project, serve as a greeter and welcome everyone who comes in the door. Just attending monthly luncheon or dinner meetings will not build a foundation quickly. In fact, it may be months before you even see the same people again.

Relationship building happens much more subtly and quickly as you meet with the same committee members and develop common interests. Get to know people before you start looking for referrals or job leads. And, even more importantly, give to others in whatever ways you can before you expect to receive.

And, going back to our lead article, an added bonus is that being involved in organizations can also help sharpen your presentation skills. Become comfortable speaking in front of a small, friendly group. Then, transfer that comfort level and confidence to other groups and larger audiences ... and to your daily business interactions.

Lastly, remember to assess your ROI (return on investment) before you renew. If it is low or non-existent, either give the group one more year or cut your losses. Keep in mind, *you need to make an investment to get a return.*



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

- The words 'racecar,' 'kayak' and 'level' are the same whether they are read left to right or right to left (palindromes).
- There are two words in the English language that have all five vowels in order: "abstemious" and "facetious." Do you know what they mean, without checking with Webster?

... until next time!

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