

Communicate and Network Your Way to More Success!

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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 to help you build social capital. I 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 and communication 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 or unmark as spam in 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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Build a New Kind of Wealth – Social Capital

No matter your station in life, you know that financial capital is essential for business and life success. It helps you survive, first of all, and then to acquire an education and material possessions and to support a family, travel and leave a monetary legacy.

Building another kind of wealth - social capital - is just as essential for your business and life success. In fact, if you didn't inherit a lot of financial capital, you need to concentrate on this kind of wealth even more to amass the former.

You invest money and gain interest or buy property to get equity to build financial capital. Building social capital is about investing mostly time to gain more contacts to build a network of personal and professional relationships.

Social capital takes precedence in your success over degrees and job experience until you have managed to get inside the door. In fact, until you have built a network of “knob turners,” you may struggle to get appointments or the job you really want. It frequently comes down to “who” you know, not “what” you know.

So how, do you accumulate the quality and quantity of knob turners you want and need to accomplish your goals?

Use the Right Tools

As with any project or creation, you will get a better end product when you use the correct tools. The ones to use when you want to build social capital are networking and good communication skills. Networking ... because it is an active, dynamic process that is specifically designed to link people into mutually beneficial relationships. Good communication skills ... because listening, knowing how to interpret nonverbal clues, and using the right words and vocal tone are vital to establishing rapport.

Understand the Depth and Breadth of Networking

To its disadvantage, the word “networking” has been trivialized by overuse. Every organization has “networking time” on its agenda. This is good. What is unfortunate is that the word and the time allotted to it often just “hang” there with no directed purpose. For the many people who do not know how to network strategically, the time is not used wisely. This important process is undermined and even termed “woefully inadequate” by naysayers.

Make no mistake. Networking is the most powerful, the most effective and the easiest way to increase your sales and get a promotion or new job.

It’s time to erase the image of “a networker” as someone with outstretched arms with business cards attached, handing them out to everyone in sight. Replace it with the image of a professional who does her homework before the event (creates a relationship-building plan and Verbal Business Card, understands impression management and knows her natural networking strengths and limitations), works the event with ease and aplomb and follows up as she said she would.

Define Your Target Market

As one of my popular programs is called, “To Catch Trout, Don’t Fish in a Catfish Pond.” While any networking opportunity may eventually lead you to the right people, you use your time much more judiciously when you have created a relationship-building plan that zeros in on your target market. Networking is planting seeds, and the more fertile the ground you choose, the more likely you are to reap top-notch social capital. Your mantra needs to be “Target and focus.”

Establish Top-of-the-Mind Positioning

When, through your marketing efforts, you have established yourself as the first name that comes to mind when people need the service or product you offer, people will seek *you* out and refer *you* to others. To make this happen seamlessly, you need to know *how* to market effectively.

I can help you ... and *you* choose *when* in the comfort of your office or home! Watch www.duoforce.com for the soon-to-be released **3-hour** DVD of our highly successful recent Marketing Boot Camp. Here’s what one participant had to say:

“Your Marketing Boot Camp packed the most useful information into a few hours than any workshop I have attended. Four hours with two remarkable professionals and not a dull moment.”

*Mary Lynn Van Dyken
O’Connor Design Works*

Imagine being able to learn powerful tips and techniques like how to create attention-grabbing marketing copy, your Verbal Business Card, personal and business branding, media releases that are actually used by the media, and much more. **And then**

being able to refer to the DVD again and again! Contact me at lillianspeaks@duoforce.com if you want more information **now**.

Practice, Practice, Practice

Becoming a master networker and building social capital is a journey, not a destination. Because networking is a skill, you can constantly develop and improve it at every juncture.

It's Your Choice

Building social capital is a necessity for business success ... how quickly you do it and whom you decide to include is up to you!



More Learning at Your Convenience

Remember, you can also learn more about “What You Say Before You Speak” on your own schedule ... by clicking www.duoforce.com. This 8-hour course that goes into great detail about your appearance and behavior says, even when unaccompanied by words, is economically priced at \$99.95.

AND the first course in the five-part online series on building social capital will be available soon. Again, stay tuned to www.duoforce.com for availability.



Lillian to Teach “Business Writing Made Easy” Sept. 24 at North Central College

When do you use

- The left brain or the right brain?
- A comma or a semi-colon?
- The active voice or the passive voice?

If you want the answers to these questions and how to establish the purpose and audience for anything you write ... and much more, join Lillian from 9 am – 12 noon at North Central College in Naperville. To register, click on <http://noctrl.edu/x19701.xml> and follow the instructions.



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, and I'll answer as many as I can in this newsletter. Put “question for newsletter” in the subject line.

What do you think about using online networking resources such as LinkedIn vs. face-to-face opportunities?

Matt Smith

Chicago

Your question is pertinent in light of my lead article. LinkedIn is a popular site with millions of users. It is an excellent way to maintain and grow relationships ... not start them. I am a firm believer in “seeing the whites of someone’s eyes” before I add them to my network and certainly before I consider them as social capital. While people may be less than truthful in person, they certainly can be so much easier on the web because you may never meet them in person.

Take to heart the precaution that the sites post. Only link with people you already know. When someone asks me to link, and I can't remember who he or she is after reading the profile, I e-mail first to ask where we met. If I don't hear back, I certainly don't link.

If you choose to start a relationship with someone you haven't met, invest a fair amount of time on the telephone talking with the person to ensure you are comfortable using his or her services or referring him or her. You need to use words and vocal tone to help you "read" the person since the all-important body language is missing. Tread carefully!



In the Media

Click www.duoforce.com/ldb/media.htm to read Lillian's newest article and interview:

- "Ten Principles of Communication." *Healthcare Executive* Sept/Oct. 2007 (*We were asked for reprints by a career planning department of one of the branches of the Armed Services!*)
- "In Networking, Making Introductions Pay Off." *Jobs in the Money* Aug. 2, 2007



About Lillian D. Bjorseth

Lillian Bjorseth helps you build a new kind of wealth - social capital - by improving your business networking, business development and communication skills. She's a Lisle IL-based professional speaker, trainer, coach, prolific author and certified DISC trainer. Contact her at lillianspeaks@duoforce.com, 630-983-5308 or visit www.duoforce.com



Did You Know ...

- A snail can sleep for three years.
- Al Capone's business card said he was a used furniture dealer.

... until next time

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To unsubscribe from this newsletter and all information regarding Lillian's events, send an e-mail to lillianspeaks@duoforce.com with the subject "unsubscribe." It is our ongoing commitment to communicate and network only with those who want to hear from us.