

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 help you build more social capital, i.e., your network of knob turners. Contact me for keynotes, workshops, in-house training and coaching in vital networking & communication skills or if you would like to reproduce any part of this newsletter. Enter lillianspeaks@duoforce.com or unmark as spam in your database to ensure you receive this newsletter. [Read it online here.](#)

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■ Face-to-face Networking Still Number One to Start Relationships

“Men, you are marksmen – don’t any of you fire until you see the whites of their eyes.” Those oft-repeated words from Gen. Israel Putman were spoken while he was commanding the Revolutionary Army at the Battle of Bunker Hill. Every year as we celebrate the birth of the United States of America, I remind people that the best relationships are also begun when you see the whites of someone’s eyes.

Lest I be misunderstood in this age of online networking (I won’t call it online social networking because face-to-face is definitely social, too!), I want to share immediately that I believe both methods are important and compatible.

Face-to-face took a beating for a while as people clamored to become part of the now generation. In face, one person I asked to do a testimonial for the new third edition of [Breakthrough Networking: Building Relationships That Last](#) said, “Sure, even though you talk mostly about old-fashioned networking.” I sought other testimonials! Ironically, though, I had a call from her recently sharing how she’s in transition, and her inanimate computer isn’t supporting her like real people. Duh☺

My increasing requests for speaking engagements on face-to-face techniques lead me to believe people again realize the value of this form of networking to increase sales, find a job and build solid relationships that last. It is the safest, most effective and preferred way to begin accumulating the kind of wealth you need throughout your life: social capital, i.e., a large network of knob turners to open doors to whatever you are seeking.

I’m going to ballyhoo face-to-face as the preferred initial contact. It deserves equal time!

- **Live interaction.** About 90 percent of in-person communication is conveyed through nonverbal actions. Your walk, posture, handshake, eye contact, facial expressions and appearance as well as your tone, rate, pitch, speed and inflection share volumes with those who are astute people readers. This form of communication is missing online. The words account for about 10 percent. If someone you want to meet is geographically inaccessible, the *second best thing* is to spend time with her/him on the telephone because you can engage the person in an interactive conversation to hear voice modularity and get a quick feel for her/his communication style and business savvy.
- **The knowledge and trust factors.** You do business with people you know and trust or people referred by people you know and trust. Both ingredients are established more quickly when you meet face-to-face. Would you rather do business with someone your associate refers after meeting her/him in person ... or online? It's difficult to engender trust based on your LinkedIn profile alone. (Who monitors that the information is factual?) The profile, however, can be a great way to enhance information you already received.
- **Honesty and integrity.** You can see that people are who they say they are and how they portray themselves. You also gain valuable information by listening and observing.
- **Immediacy of decision-making.** One of the early decisions you need to make is whether it is worth pursuing a mutually beneficial relationship. It is far easier to do in person as you share your "ask for" questions and measure responses against your "listen for" answers. Ask-for questions help you determine if the person is a first-degree candidate to help you grow your business or further your career or a second-degree candidate because s/he knows someone who can help you. "Listen-for" answers contain the information that alerts you the person has relationship potential because s/he plays in your ballpark ... or not.
- **Memorability.** People remember you much more easily when they have met you in person. An online photo or video is helpful; however, it's not like looking you in the eye and shaking your hand. You need to ensure your personal encounters are meaningful so that you gain top-of-mind positioning in your subject area.
- **Increased online contacts.** Increased personal contacts will also help you increase your online contacts on sites like LinkedIn since most of you link only with people you know. You become more valuable as the size and quality of your network grows.

Once you have invested time and effort into face-to-face meetings, you can rely on online networking to stay in touch and strengthen your relationships. That's where the two methods fit hand-in-glove.

May your relationships burst into sparkling successes!

■ Lillian's Upcoming Public Workshops

Fall and learning programs go hand-in-hand. Put these on your calendar now! Contact me at lillianspeaks@duoforce.com about how to bring learning opportunities to your company, association or conference. Here's what one satisfied customer said about a recent program:

Lillian truly has mastered the art of teaching in a corporate group class setting to keep busy people engaged. Wherever she leads (the discussion, the team exercises, etc), her audience is attentively following. We left her class with a better understanding of how to work with each other more effectively. We also have a greater awareness of how it takes the presence of all of the DiSC disciplines on a team to be successful.

- *Business Writing Made Easy*, 9 am – 12 noon, Oct. 7, 2009, North Central College. <http://www.northcentralcollege.edu/x19701.xml>
- *Improve Your Face-to-face Networking Skills*, 9 am – 12 noon, Nov. 5, 2009. North Central College. <http://www.northcentralcollege.edu/x44928.xml>
- *Greater Chicago Networking Workshop Series*, Fall 2009. Downtown Chicago.

■ Elected to National Speakers Association-Illinois Chapter Board

Lillian returns to the board of directors of the local NSA chapter after a hiatus. She is the new director of communication and as such will be overseeing the chapter website, its www.illinoisexperts.com website, and creating a public relations campaign including electronic and print media.

■ Ask the Networking Authority

Do you have questions about networking protocol or how to network strategically? Email them to lillianspeaks@duoforce.com, and I'll answer as many as I can in this newsletter. Put "question for newsletter" in the subject line.

With all the online networking options today, I don't know how much time to spend on them. Some days, I think I'm online too much, then others I worry that I am missing something when I delete my LinkedIn group messages without reading them or fail to Tweet. What's your advice?

Confused in Chicago

I hope you've read my feature article in this issue that I attached with my answer to you. There's no magical formula; however, you need to be careful not to get carried away with any form of networking. It's planting seeds, and those seeds need nurturing to grow into job leads and sales, i.e., don't plant more than you can nurture else they will never be ready to harvest. One suggestion is to set aside a comfortable amount of time for *you* in your weekly calendar. Then divide that time among face-to-face and online networking activities and vary it weekly depending on what events you want to attend. Another hint is to include time weekly to keep your profiles and status updates fresh. Remember that this keeps your name in front of all the people with whom you have connected. If it's business you are interested in cultivating, keep your posts and tweets business related. That way you are always planting seeds.

■ **About Lillian Bjorseth**

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

■ **Did you know ...**

- The microwave was invented after a researcher walked by a radar tube and a chocolate bar melted in his pocket.
- Tigers have striped skin, not just striped fur.

... until next time

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To unsubscribe from this newsletter and all information regarding Lillian's events, send an email 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.