

Communicate and Network Your Way to More Success!

by Lillian D. Bjorseth

Duoforce Enterprises, Inc.

2221 Ridgewood Rd.
Lisle, IL 60532

630-983-5308
630-983-5312 (fax)

www.duoforce.com
lillianspeaks@duoforce.com

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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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■ PR Strategy Key to Integrating Face-to-face & Online Networking

I love publicity and promotion. I must have been born with a gleam in my eye instead of a loud cry! I know I “conned” a teacher or two along the way. I continue to think “PR” everyday in my own speaking, training and coaching business. I learned well from peers in my non-profit and corporate public relations positions, including 11 years at AT&T.

In meetings when people share their Verbal Business Card, elevator pitch or recent successes, my mind hears promotional possibilities. If I’m not paying attention to every detail, it’s because I’m already “seeing” ways they could benefit and “share with the world.” It’s amazing how many great opportunities never see the light of day because people don’t understand how to market their successes.

I call it the “ripple effect.” Just as a stone keeps making waves when you skip it in water so should your successful efforts (electronic or print interviews, awards, products, e-zines) create more and more publicity and recognition for you. You don’t need to keep reinventing wheels; use the ones you have until they are treadless. There’s no such thing as a newspaper article about you that has only one life. (Maybe you would wish it were so if you are an Illinois politician!)

Networking, another of my great loves, is a perfect example of how a good PR strategy can keep working for you. It’s not about face-to-face or online networking; it’s about integration and how to use one to enhance the other.

Case in point: I rejoined the board of directors of the National Speakers Association-Illinois Chapter (NSA-IL) as director of communication. One of the major duties of my committee is to promote and enhance the credibility and visibility of the

group. One of our first media releases/LinkedIn postings was about our Sept. 18, 2009 Fabulous Friday (FF) program featuring Lou Heckler, a multiple-awarding winning NSA speaker and presenter.

After a post on the Chicago Chapter of the Meeting Professionals International's LinkedIn group, I was delighted to see a response (one of those that sounded as if I had crafted it for the writer ... but I hadn't!). In part, it read:

“My company has had many dealings with Lou Heckler and know him to be an excellent, versatile talent who adds magic to each event he's a part of. What he has to say is also well grounded in research ... People serious about speakers should go out of their way to see Lou.”

Brian Palmer, president
National Speakers Bureau

The power of the third-party endorsement

I was salivating! I asked Brian for permission to use his words in the *InfoBlast* NSA-IL sends to members and prospective members and in an updated media release. He said, “yes.” I also send Lou the endorsement and immediately received a nice note from him. Further, I send it to the NSA-IL board to share the great PR we were generating for the chapter and a suggestion that they, too, might be able to use the quote in promoting FF to their network.

Lou and I met in person at the FF where it was easy for us to engage in face-to-face conversation since we had broken the ice through our emails. We also linked to one another.

PR is image building ... and also intangible. I'll never know how many people came to the meeting because they saw Brian's comments in the *InfoBlast* or a newspaper or online post. What I do know is that it is an important cog in the process of enhancing NSA-IL's reputation.

And now I am creating more waves by using the scenario as the feature article in my newsletter and by posting it to online ezine sites.

It will keep rippling!

Contact Lillian at lillanspeaks@duoforce.com if you want help to wisely integrate your face-to-face and online networking efforts for better strategic results.

■ Our Readers Write

“I do believe your article [[Face-to-face Networking Still Number One to Start Relationships](#) in your July newsletter] is right on in that email networking has been the way for lots of sales agents to fool themselves into thinking they are working. Life decisions are about working with real people with whom we have developed a relationship.”

**Jim Carollo, president
Tomlinson Affiliate Services, Inc.
Tomlinson Real Estate Group**

“Just read your recent newsletter – extremely informative and your “personal” style makes for an incredible read.”

Doug Lionberger, AD

**Americas Customer Services
Mayer Brown**

■ **Greater Chicago Networking Workshop Series Kicks Off ... for You!**

Great news! I'm joining with my co-producer of the Greater Chicago Networking Extravaganza Jason Jacobsohn to create and deliver a five-part workshop series that will help you hone your vital career-sustaining skills. We'll cover face-to-face networking, branding, interpersonal communication and share how to integrate them with online networking platforms to achieve ultimate results. The *DiSC® Profile Preview* is included in the first workshop and *Breakthrough Networking: Building Relationships That Last* in the second one.

The series kicks off Nov. 18, 2009 and runs through March 2010 ... in time to prepare you for the April 7, 2010 premier Chicago relationship-building event: the ninth Greater Chicago Networking Extravaganza!

Visit our new website, www.greaterchicagonetworking.com for details or contact me at lillianspeaks@duoforce.com

■ **In the Media**

Check out my recent media interviews for more good networking and communication fodder.

[HeresChicago.com, Sept. 18, 2009](#)

“Breakthrough Networking: Divide and Conquer”

[The National Networker \(TNNW\), Sept. 5, 2009](#)

“Breakthrough Networking: Divide and Conquer”

[Chicago Small Business Issues Examiner, Sept. 1, 2009](#)

“Face-to-face relationships are the way to go”

[Strategic Business Network, August 2009](#)

“Business Body Language: Handshakes, Eye Contact, Posture and Smiles”

[HeresChicago.com, Aug.18, 2009](#)

“Face-to-face Still Number One to Start Relationships”

[Chicago Tribune, July 31, 2009](#)

“Conducting board meeting? Get a grip”

[Inside Century 21, July 28, 2009](#)

“Face-to-face Networking is Social Too”

■ **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.

The phone companies tout the “hold” button as a great communication feature. What do you think of it from an interpersonal communication standpoint?

“On-hold” for your answer in Maine

It's been a long time since I've been asked this question. It rates an "F" in my book. I have challenged people across the country to give me positive reasons for putting people on hold ... from the perspective of the person being put on hold. This is, after all, the person who ranks number one in your business and personal lives at the moment. To the "person on hold," it says:

- Someone on the other line, and maybe someone the caller doesn't even know, is more important than me.
- My time is not as valuable as yours.
- You're in control and can make me wait.
- You're important. I'm supposed to be impressed.

Concentrate on communicating with the person with whom you are already talking rather than the conversation that might be.

■ **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 ...**

- Burr! It was so cold in 1911 and 1932 that Niagara Falls froze!
- There are almost four times more chickens in the world than people!

... 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.