



ONE BUSINESS
CONNECTION

Business is Our Middle Name

Mining Gold in 1BC

Power Skills in Networking

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Networking that Works

– by Greg Petri

Recently Published in a Northern Colorado Newspaper

Someone once said: “It is not called net-sitting or net-eating, it is called net-working.”

Although, after 12 years running my own networking company, I would call it “net-play.” Have fun. Get excited. For as Ralph Waldo Emerson once wrote: “Nothing great was ever achieved without enthusiasm.”

Networking is as the perfect way to market your business. It is about expanding your sphere of influence, expanding the number of people who know you--in a positive light.

The average person knows 300 people you don't know. Track this for yourself and see if you can get to know 500, 1,000 or more people. Become a huge resource to everyone you meet. Become the “go-to” person for others when they need anything. Your connections will become an added-value benefit for your clients and others. You'll become a resource to anyone, even if they do not need your product or service. You'll become a master net-worker, someone others look to for contacts and referrals.

Networking is simply making new relationships. Be a positive, inspiring person to be around. Remember these are skills you can learn.

Absolutely the first thing you should do is...believe. Believe in networking. Believe it is a better way to promote your business. The foundation for all networking is based on this unwavering belief and commitment.

Next, be likeable, cordial, friendly and polite. Use social courtesies. Use words like “thank you” and “please.” Be nice. Be genuine, and this will attract people to you.

People avoid boring people, so be interesting, humorous, be inspiring, be deep, caring and listen with your heart to understand what others are really saying.

Smile. If you leave a good impression, then people will remember you.

Networking is really about planting seeds, watering those seeds so they will grow. The harvest comes naturally.

Networking is giving without any expectation of receiving. According to Brian Tracy, one of the greatest business minds of our generation, “give first.” This is the universal law of sowing...then reaping.

Be patient. Be focused and keep at it. Long-term thinking is required and it will produce astounding results. I recently joined a chamber for networking and got over a 1100% in less than a year. It works if you do.

Have the tools of the trade you need, so have the materials to handout: Brochures, business cards, contact information.

Who should you network with? Everyone is a good answer, as everyone knows someone you do not. Don't prejudge anyone, they may not need your services but may know someone who does. In addition, you are creating relationships that are not static; they're growing, becoming and changing. People are continually meeting new contacts you want to tap into. This is huge: Do not forget to network with people you already know.

The best connections you have are the people you *like, trust and respect*. Networking is investing time in people. So take time with those who you already know to deepen those relationships.

Set time aside to renew and strengthen all relationships you care about.

It is also a fact that if you get good at life, you get good at networking because you are fun and a pleasure to be around.

The best net-workers are good at selling. Get good at selling. Study it. Have a positive attitude about selling.

Selling is a skill and those who are the best in this field are summed up by one word, “nice.” Be nice. Be positive. For as Zig Ziglar once said about people who are good at selling... **“They are so optimistic they go after Moby Dick in a rowboat and take the tartar sauce with them.”**

IBC has more ideas you can learn like: How to use your cell phone database in networking; how to tell stories; how to ask questions to intrigue; how to set networking goals; how to pick a referral partner; what is skipping stones in networking?

In fact, try our three-minute audio brochure at 303.258.3144.

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Tapping the Vein of Gold

How to invite guests to a 1BC meeting

Just realize: You are building your own personal goldmine!

- 1BC has been in business nearly 13 years, so believe in your group, trust in 1BC, become an advocate. If you are committed to growing your group, then inviting a guest is very easy; It really is just second nature.
- Ask them to stay 30 minutes after the meeting ends so they can hear about all the extra benefits to help grow their business.
- Realize, you are giving a new 1BC group member **a deed to your personal goldmine, a key to their success.**

Look at the potential here:]

Bronze Referral Group: 0 to 10

10 members x 200 people each person knows = 2,000 potential customers for you and the people in your group to do business with.

Silver Referral Group: 10 to 20

20 members x 200 people each person knows = 4,000 potential customers for you and the people in your group to do business with.

Gold Referral Group: 20 to 30

30 members x 200 people each person knows = 6,000 potential customers for you and the people in your group to do business with.

Why this is a real Goldmine:

Recent 1BC Referrals from the 1BC Gold Mine pre \$900 ounce prices

- \$48,000 referral just generated: **120 ounces of gold mined from 1BC**
- \$184,000 referral just generated: **460 ounces of gold mined from 1BC**
- \$1.3 million dollar referral: **3,200 ounces of gold mined from 1BC**
- 7.2 million in 1 year mined in 1BC: **1,125 lbs of gold. WOW!!!!**

Believe in what is possible. In fact, remember what Walt Disney said:

“It is always fun to do the impossible.”

The longer you **dig** in your goldmine, the more you will get out of it. Stay in 1BC 1, 2, 3, 4 or more years. Call people who have stayed in for years (listed at the end of this booklet). Get their ideas and feedback.

The 13 Million Dollar Sale

I know this 1BC member who is the consummate financial adviser because he will help anyone, someone with \$50 bucks to someone with millions because he knows someday, someday, somehow the person will have the money (or may know others who have money) to invest.

So as the story goes, let's call him David (his real name anyway, and let me explain that David had been a financial advisor for 25 years) who was put in contact with a college student. Many of David's friends and associates asked bluntly, "Why David, are you meeting with a college student? You've been a financial advisor for 25 years. There are bigger fish in the sea. **Why waste your time with a 'college student?'**"

And to these critics he said, "I'm trying to help her."

He met with this young girl and she had 13 million dollars to invest. And if, let's say, he gets 1% of 13 million, he makes \$130,000 every year for not prejudging her. Not bad for someone who didn't think: "What's in it for me, me, me... only, and instead, decided to help, to give, to care, and was rewarded in the long run.

Do not prejudice where referrals, connections, the people who can help you, will come from. This is vital in networking, and if and when you learn this lesson, you will find that everyone has something to offer you. Eventually, good things come back around like the sunrise over a new day.

What really is networking? It's seeing the possibilities, caring enough about people and what they want, to deliver, to dig in, to find out more about who they are. Then you can discover that every single human you meet is a book unread, unrevealed, a unique bunch of options, anomalies that sizzle.

Do not overlook a person's potential, what they are capable of doing, what they can contribute to your desires, to your dreams, directly or indirectly. For it really isn't all about you, and what you need, but what we can see together, what we can accomplish together.

Do not prejudice who is standing in front of you, where they have been, their level of not only business savvy, but their level of wisdom and understanding and heartfelt truth they are living.

Everyone is fighting the good fight. So be kind. Also realize they know people you need to know. They are capsules of hope, of insight. Never overlook their abilities to add to your dreams, to the next guy who knows someone who is your exact target market, who will lead you to the promised land, to where you can smoke cigars on the tarmac and listen to radio waves going by...sorry just got a little carried away there.

Attendance is the Key to the 1BC Goldmine

Don't treat your membership like a hobby, an after thought, as a footnote to success. Take it as a way to keep the pipeline filled, a way to create new clients, to get more resources, to add to your connection, and you will have found the vein of gold. This is participation marketing. **How many times have you heard, the more you put into something, the more you get out of it?** True networking leaves clues. Dig in, find the gold. Take time with the other members. Believe you will achieve. Find your stride...but most of all participate. Make it a commitment to attend every group meeting, and this commitment will fuel your success in 1BC; it will fan the entrepreneurial flame and you'll find that you really are in a goldmine.

But remember what gold really is: It is relationships, caring, giving back more than you take...for as Zig Ziglar once said: **"You can get everything in life you want if you help enough other people get what they want."** It is also about being perennially optimistic and finding others who share your vision. Networking is partially about generating income, but more about finding ways to get better and better at your business and better at life. 1BC has all these valuables. Gold is in 1BC. Learn to dig better.

By attending each week, you receive energy from the group, and resources you can offer your own clients. **You get credibility by participation.** This credibility translates into long-term business relationships that will keep you on the track of success. **"Whatever you can conceive and believe you can achieve."** – Napoleon Hill. **Believe that** your participation matters. **Believe that** people notice when you are not there. **Believe that** your good energy is important to your group, and to the overall success of 1BC.

There once was a financial advisor in our group who was extremely busy (and of course you are never busy right?) and yet he went skiing 35 times in one season. I asked him how he did it and he said, **"I put the dates in my day planner."**

Put all your meetings in your day planners, they recur every two weeks so it is easy with an electronic planner. And take your meetings seriously. Put vital importance to them and you will find gold while learning to continually dig, and you'll achieve the success you want and deserve.

So one more time: **Take attendance seriously. Don't treat your participation as a hobby** and you will reap what you sow. You will discover that there are so many people who do so many interesting things that all want to help you succeed and **you will discover the magic in the golden vein of networking.**

We have surveyed our members and they don't want to meet every week, but at least be there every two weeks. This will accelerate all results you want to get. But do not limit yourself to only coming very two weeks. Spend time having member meetings before and after each group as **this extra effort will pay off in income, friendships and a business network that you can rely on.**

Understanding 1BC Referral Forms

Member Meetings Member meetings are designed not only to learn more about what members do, but more importantly, who they are. These meetings are not to sell someone your products or services. The bonus to a member meeting is that when you get to know a member and their business, referrals *are* generated naturally, even though it's not the intent. These member meetings are designed to help each other. This is a great opportunity to see if you can form a power partnership with them or for them.

Hot Lead: This is a referral you give to a member for immediate contact. The person you're referring is looking for someone in the members industry and/or knows you're referring someone to them for immediate contact. If you receive a hot referral, do not let it go cold. Contact them ASAP. **Always ask the person to call ahead for you.**

Warm Lead: This is a referral you give to someone who may need their product or service. You should first contact this referral and tell them the person will be calling. Warm leads turn into hot leads.

Connection to Call: This is a power partner, or someone who has the same target market. This can be as valuable or more so than a hot lead by the relationship that can be created. For example: A real estate broker's power partner is a mortgage lender, a CPA's is a financial advisor.

Brought a Guest: Bring someone interested in seeing how your group networks and generates business leads. Knowing what categories your group needs to fill helps your group grow. You are not just bringing a guest, but the entire warm market they know that you and others could do business with. Always ask your guest to spend awhile after the meeting to learn more about the value of joining 1BC.

Guest Joined: Your guest joined your 1BC group. Easy!

Closed lead: You generated a business referral for someone. Enter the dollar amount generated from the closed referral. For example: You're gave a printer a referral for a print project and it generated \$1,000 in sales. Write \$1,000 in your closed lead slot. If you do business with an insurance agent, enter the yearly figure. For example, \$100 x 12 months or \$1200.

\$ Earned or \$ Saved: This is the true earnings or savings you generated with the referral. For example: You sold a home on a referral generated at your group meeting and your commission was \$5K: Write this amount under \$ Earned. You changed insurance companies and saved \$500: Write this amount under \$ Saved. This \$ amount does not have to be shared with the entire group. You may give a monthly or even an annual total to your group leader if confidentiality is a concern with your business.

Take Advantage of

*Key Membership Benefits

All benefits are detailed in your membership manual that can be downloaded from the website at www.onebusiness.com

As a 1BC member you will receive the following benefits which are included with your annual membership fee:

1. **Official 1BC Business Card Holder** – Perhaps the most useful tool for referrals.
2. **Laser Nametag**-- Wear this to meetings to all networking events? Ask us why?
3. **A 25 page Marketing Template**--Do a yearlong marketing plan?
4. **Email about you sent out to all 1BC members:** Why do you think you should read these new member emails? How can these turn into new clients?
5. **A Coupon or offer directly on the website.** -- Use this website feature.
6. **Internet advertising on the Internet guide, valued at least \$2,000,** available for a minimal charge.
7. **Complete database of all 1BC members** -- just download this off 1BC website.
8. **Business Coaching Session** – Included with your membership! HUGE!!!
9. **We are List Brokers** -- We can save you money on lists for your target market.
10. **Advertise with 1BC:** Buy an ad on our homepage or in our high-gloss directory.
11. **Sales Coaching Session** – Included with your membership! HUGE!!!
12. **1BC Helps You Become an Expert in Networking:** 1BC will continually give you tips on becoming a master in networking and business.
13. **Become More Confident and Effective in Speaking in front of others:** WOW!
14. **Create a Resource of Associates:** This is added value to your clients. If someone needs a service, through your many connections in 1BC, you become the “go-to” person, thus more valuable than only selling a product or service to your clients.

***There are many other benefits: Call anytime for more information!**

Do Member Meetings

Who, Why, When, Where and How?

We are all busy and people value that you want to meet with them. **The purpose of a member meeting is to get to know who the other person is** and what their passions are. You are meeting with their dreams. Don't take it lightly. Use higher awareness, appreciation and gratitude to form a real relationship. This connection will create a bond that will generate lots and lots of income and possibilities. When you can't think of a referral, send someone (who you've been wanting to get to know) a slip: "Let's meet." Then set up the meeting that day. **Don't wait.** Tomorrow never comes. This sense of urgency in all that you do will propel you beyond what you even think is possible. Fate favors the bold.

Set goals on how many member meetings you will do this week, and do them. **I once had a person who had over 300 meeting meetings in a year.** He generated over \$100,000 of income for his company, although that wasn't the intent of the meetings.

But please note: Member meetings are not to sell each other products or services, though they will most often generate referrals as a byproduct of trying to help each other. Member meetings are forming relationships. Take time with other people. Dig in and find ways to help each other. Then, as a result, you become better and better at networking.

Set member meetings before or after your referral group as this a great way to optimize your time. Set member meetings in exciting settings like when skiing or during happy hours: Be creative and have fun.

Also, this is huge: Remember, you are not meeting a single person. You are meeting with a group, an organization, a person with 250, 300, 400 or more people standing behind them. You are meeting with their warm market, and you get an incredible opportunity to tap into their resource pool...who they know. Again, this is HUGE! According to Brian Tracy, the highest paid executives in the United States of America do this 54% of the time: Network!!! Invest time with people and they will invest in you.

Tips: Show up early. Always, call ahead to confirm your appointments. Have a plan for the meeting. Have a timeline for the meeting. Ask better quality questions. Have a form you create, then save and put it in a binder for reviewing later. Have member meetings with the same people (often) as all of us are changing and meeting new people.

How to Participate in Smaller or Larger Groups

IBC has groups of all sizes, and many meet at different times. So when you are in a small group, say 8 to 15 people, you get much more time to talk, to explain what you do, to ask questions and to dig in. Take this time to really find out what others do, to intently listen and to think of how you can help the person who is talking about their company or business.

Larger groups, say 20 or 30 or more, are usually extremely high energy, a ton of fun, but you just don't get the time to really talk or explain too much. This is where a lot more member meetings with others in the group (outside the meeting time) can make a huge difference in results. This is also where a very creative, innovative, expressive, fun humorous, 30-second commercial can make a difference of how others in the group can support and help you. Intrigue people! **Being boring is not an option.**

Establish Trust/Credibility

Every meeting you miss, you begin to lose credibility. Every time you don't show up, someone notices. Every time you say you are going to do something and you don't, you lose respect and the confidence of others in your network whether these people are business associates or clients or even just friends.

People with credibility get results. Do not use excuses. People with credibility have fun. They are intently interested in helping others. They participate. They find new ways to continually inspire themselves and be better leaders. They find creative ways to generate referrals. They attract greatness because they have high energy. This energy is what we either have in abundance or believe we don't. **Whatever we choose to believe, we will be right. *Don't believe everything you believe.***

People with intense credibility bring education and exciting information and inspiration to share with other referral group members; they don't wait on the sidelines to get a referral or to see what might happen some day. Get involved. Participate. Be a team player, not a spectator who sits around hoping someday something good might happen in their business.

People with credibility have a clear vision that they can see, explain and make happen. This gives them a direction and they can **see the real difference between activity and achievement.**

How to Generate More Referrals

One of the most asked questions of new members is, "How can I generate more referrals?" And the best answer to this is to think of networking as learning a new language. And when you become better and better at generating leads, it becomes second nature for you. **You become unconsciously competent.** But there are some nuts and bolts to this. First, understand the unique way 1BC helps you to generate lots of referrals. Understand what is a hot, warm, connection to call, member meeting, etc. Also, have fun. Be in a good spirits. Be inspired. Positive people find creative ways to generate business for others, they find ways to connect up people so they can establish relationships. **Tips:** Take referral slips with you. Keep them by the phone. When talking to a new client, continually think what other needs they might have and use your 1BC resource pool of connections. Continually setup member meetings and referrals will begin to come naturally. **Use the amazing 1BC online referral program. It is truly speed networking--another 1BC tool no one else has.**

Believe you can do it. We had someone the other day generate 17 referrals in one meeting. We had one person do such a creative 30-second commercial, he took time to practice it, and put energy into making it creative that he got 11 referrals in one meeting. Lately, we had someone give their 12-minute talk in front of his group and did it so spectacularly, that he generated 15 referrals for his company. It really is easy. The main focus is to believe it is possible, to practice, to keep working at getting better and better. Continually believe it is all about helping, giving and finding ways to add more than we take away. This energy has no choice but to create more referrals and grow your company.

Speak At a 1BC Group

Be interesting. Make it fun. Get group participation. This is the time to showcase your business. Sign up to be a speaker for your group and ask about speaking in other groups where your industry is not represented. As a guest speaker you have the opportunity to present your business ideas, services and products to the group and set up a basis for better referrals. **Again, become a master communicator. It is a power skill.**

Preparation:

Prepare for your presentation. Bring any visual aids with you to help you better demonstrate your product/service. This can be product samples, charts, displays, literature, coupons, discounts, etc.

Practice Your Speech – You get approximately 12 minutes, so practice before you do your speech. Give everyone enough information to understand what your business is, but leave room for questions and opportunities to learn more. One idea is to begin with the details of your business and background and then build on it as you learn to deliver a

more powerful presentation. Stories, testimonials and enthusiasm make a difference here. Tell the group why you are an expert at what you do.

Be specific about who is your ideal client and who would be good connections or power partners for you to meet. Distinguish what sets you apart from your competition – Why should they use/refer you? USP? (Unique Selling Proposition).

Explain the best way they can help market your business.

Give them something valuable – This can be inside information or discounts on products/services. Ask that group members meet with you to learn more about your business.

Note: Be enthusiastic and believe in what you're doing. Remember, the purpose of the “Guest Speaker” is to provide information about your business and spark interest. **DO NOT throw in the Kitchen Sink or you'll sink!** This is designed to get others to understand your basic business and spark an interest to meet with you to gather more information. **This will also help you, almost like a built-in Toastmasters class,** to be an exceptional public speaker. Ask the group how you could have done your presentation better if you want a critique even have critique forms for them to fill out.

Your 30-Second Commercial

First and foremost: Practice this at home, in your office or in your car. Perfect practice makes perfect. Modulate your commercial so you can do it in 15 seconds or 1 minute if need be and use it with all new people you meet.

Find an icebreaker or a preoccupation breaker. People actually think about themselves and their own problems 90% of the time. Find a fun way to get and keep their attention. Start your talk with, “Who do you know?” End your 30-second talk with, “a good referral or power partner for me is....”

When giving your 30-second elevator speech (your 30 second commercial), tell stories with an uplifting message, and a call to action. Don't use fear-based stories as this usually has an energy drain on the group and won't get you the desired results, i.e. **“On Christmas day George's house burned down and his dog died but at least they had insurance.” Don't do this!**

Communication is vital. Be committed to getting better at using the English language. Talk loud enough. Ask rhetorical questions to make people stop and think. If you do this, you will amplify your success in networking. **Have fun. Use Humor. Be creative. Stand on a chair.** This will intrigue people to know more. Don't bore them. And don't tell them too much! These are designed to set appointments not throw in the kitchen sink.

Explain why you are an expert in your field by explaining the time you've spent in your industry. Show testimonials. Talk about books you've written, anything that creates credibility.

Get better at explaining what you do, what introductions you'd like, **and you'll get better results in 1BC.**

Get Results: 30 1BC Secrets

1. Get Good at Selling: A positive attitude toward selling = Results
2. **Attend (and really be there when you show up) = Results**
3. Be nice = Results
4. **Take the long view = Results**
5. Do it now = Results
6. **Set networking goals = Results**
7. Read in your field daily = Results
8. **Get skillful at speaking = Results**
9. Take a sincere interest in others = Results
10. **Participate in all 1BC extra activities = Results**
11. Believe in self-efficacy (effectiveness) = Results
12. **Stay in 1BC, 2, 3, 4, 5 or more years = Results**
13. Talk about the good = Results
14. **Help others first = Results**
15. Clarity in presenting what you do = Results
16. **Become a better you, better at life = Results**
17. Higher awareness and higher energy = Results
18. **Believe you will = Results**
19. Invest time in others = Results
20. **Clear out all limiting beliefs in your head = Results**
21. Use 1BC member services for all your needs = Results
22. **Put all 1BC members in cell phone (how to do this) = Results**
23. 1BC is about friendships = Results
24. **4 Steps to referrals: Ask 2 to 3. Have numbers? Which 1st. Call?**
25. The unique 5 x 5 x 5 way to prospect easily = Results
26. **Listen to Audio Brochure: 303.258.3144 = Results**
27. Get a 1BC Success Card: You will be 100% unstoppable = Results
28. **1BC is Networking with Heart: There is a difference = Results**
29. Be Clear about what you want and focus = Results
30. **Learn better Listening skills = Results**

“To become better at business, identify the key skills that you will need to create more revenue, to find effective ways to get through the bottleneck(s) that is stopping you from actualizing your full potential.”

Contact These Members

These are 1BC members who are experts in networking. Please call them for advice on networking and how to get better results. **Find a mentor in 1BC. They will lead you to the vein of gold!**

Prospect. Mine. Dig. Believe. Eureka!

1. **Jay Leber: 303.415.1000---14 years in 1BC**
2. Frank Carrannante: 303.918.0192---12 years in 1BC
3. **Neal Muhlberg: 303.478.3606---12 years in 1BC**
3. Leslie La Fontaine: 303.667.3561---10 years in 1BC
4. **David McMillen: 303.444.9797---8 years in 1BC**
5. Ralph Young: 720.319.1969---8 years in 1BC
6. **Kris Thompson: 303.795.1190---7 years in 1BC**
7. Barrett Bartels---303.463.9800---7 years in 1BC
8. **Vicky Tarr: 970.482.1500---4 years in 1BC**
9. Jan Fonda: 970.391.4691 4 years in 1BC
10. **Scot Barringer:303.679.1513 1 year in 1BC**

For many more 1BC members to call, just get a hold of Greg Petri at any of the numbers below.

One Business Connection/1BC
100's of Companies Doing Outstanding Business
www.1bc.net or www.onebusiness.com
greg@onebusiness.com

303.665.6447...Direct

303.818.2460...Cell

303.258.3144...Eldora

1BC

P.O. Box 270027

Louisville, CO 80027

"Trust in your own untried capacity."

Ella Wheeler Wilcox (1850-1919)

Poet and writer

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