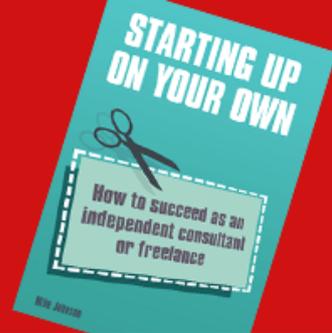


STARTING UP ON YOUR OWN

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FT Prentice Hall
FINANCIAL TIMES



Module 9: Network, network, network – But the right one(s) please

Have you been to a network event recently? I bet you have. Because you've been told that they're great things to do. Well, I've got news for you. I think network events are a complete waste of time because all you ever meet are other poor little people looking for some business.

What I want you to do, rather than waste your time talking to people that won't give you anything more than a dirty old business card, is sit down and make a list of all the people that you know. And then honestly think "Can these people help me?". I would include everybody you know and start with your family. Your brothers, your sisters, your uncles, your aunts ... it doesn't matter. They are a core part of a real network. The other thing you want to do is, when you make that list, think this ... "What can people do to help me move along my business?" I imagine, let's say, that you will probably discover that you've got about fifty people that you know really well. So well, that when you pick up the phone and call them, they know who you are.

The most interesting thing about networks is that, OK, you've got 50 people there, but so have those people. Those 50 people probably know about 50 people really well. If you take that 50 and your 50 and multiply them, you get 2500 prime contacts. If you can't make money out of 2500 people then you shouldn't be an Independent in the first place.

What I want you to do is this. Get in contact with your 50 best pals, friends, mates - I don't care what you call them - and ask them to introduce you to the people that they know. Then what I want you to do after that is one simple thing ... give them a call. They don't need another email. Call them, tell them who you are, tell them who sent you, tell them who asked you to call. I guarantee you will find a great new way of making business.

Remember where you heard it first.