

## **HOW TO INCREASE YOUR PEOPLE POWER**

Networking is choosing interdependence over isolation and realizing the power of cooperation over competition—it links people and information to one another for the mutual benefit of everyone involved. One of the reasons networking has gotten a bad reputation is because many people are selling in the name of networking, but those who are truly masterful at networking do so in a very quiet, yet powerful manner. These people know the power of grace and respect. They've developed their personal power and know how to connect with people to share their power. You have that personal power within you, and your network is unlimited! The following 12 People Power principles show you how to be a source of power for yourself and others.

### ***THE POWER OF GIVING***

The “boomerang effect” of giving is the guarantee of networking. A boomerang always comes back because that is the design of the instrument. In the same way, what you give always comes back in some form because that is the design of the law of giving. However, the only way the boomerang can return is if someone first takes action and throws the boomerang. Giving is a powerful way to activate your network, because human nature inherently provides the desire to respond in kind. Get your “giving power” into action. Pass along support and information to others. Then all you have to do is watch for that boomerang and catch it on its return.

### ***ACTION QUESTIONS***

- In what ways could I be more giving and supportive?
- In which personal relationships could I be more giving?
- In which professional relationships could I be more giving?
- Who will I call and ask, “What do you need?” and “How can I help?”

### **THE TOP 10 WAYS TO GET THE MOST FROM A NETWORKING GROUP**

Networking groups have long been a great source of referrals for growing your business. By following these ideas, you can ensure that your investment of time, energy and effort will produce the results you want.

#### **Meet with each member of the group.**

Take 15 minutes to find out about the other members business and type of clients they are looking for. Take 15 minutes to share your

business and the type of client you are looking for.

**Attend every meeting.**

Do you know the old saying out of sight, out of mind? The same principle applies to a networking group.

**Get on the speakers calendar immediately.**

The sooner everyone has an opportunity to hear about your business/product/service, the sooner you will be able to receive referrals.

**Begin providing referrals for other members of the group.**

**Prepare a power-packed 30-second introduction.**

Be clear and concise about who you are, what you provide, and the type of clients you are looking for all in 30 seconds! Whew!

**Sit with different members of the group each week in order to get to know the largest number of members more quickly.**

**Distribute the member's business cards to your clients.**

Include member's cards in your mailings and/or display the business cards in your place of business.

**Invite a business associate to join the group.**

**Support the members of the group by using their product or service.**

**Send a press release when you join a new organization.**

Anytime you have an opportunity to press release information about your business, you create on mind awareness (TOMA). By Jackie Nagel