

The 10 Mistakes We Make at Networking Events and How to *Avoid* Them

A Guide to Principled Relationship Building

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Introduction A note from Glenn and Mac

Networking. For some, a fear inducing melee of half drunk, over-talkative salespeople vying for each other's attention. For others, an absolutely vital revenue producing and ENJOYABLE activity. No matter which camp you are from, one thing is clear. Networking, if done correctly, produces results. The problem is, all too often, folks DON'T do it correctly. That is why we're here.

You see, we used to be in that first camp -- the folks afraid of the event. At times, we were even the ones producing the fear for others. We've made our mistakes. But, we now know what works, and simply want to pass that on to others. If we had had someone in our corner teaching us what to do at these events from the beginning, we wouldn't have wasted countless hours, doing the wrong things. Using the trial-and-error method, along with some fantastic wisdom from some of the referral and relationship experts of our day (included in the resource section) we have developed what we consider to be THE go-to guide for anyone who is interested in becoming more effective at networking events.

Why do we attend networking events?

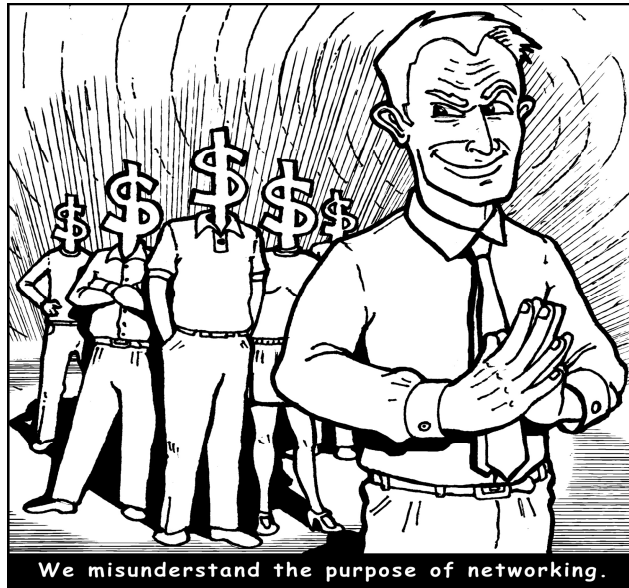
TO MAKE AND BEGIN CULTIVATING MUTUALLY BENEFICIAL REFERRAL RELATIONSHIPS.

Ok, we may have lost a few of you there. I know some were thinking TO MAKE SALES, or TO MEET PEOPLE. Ok, all of these things can and DO happen at networking events, but the bottom line is, the people in that room can be a part of your team IF YOU recruit them the right way. Selling to them the first time you meet them, annoying them with meaningless chatter, or offending them with your lack of people skills won't make it happen. Putting their needs first, showing them you care, and having a Go-Giver attitude will. So sit back, relax, and read through the list of the **10 Mistakes We Make at Networking Events and How to Avoid Them**. Memorize it, take it with you to events. If you master this list and use the principles we teach you, you WILL increase the amount of referrals you get.

Your partners in Referral Mastery,

Glenn K. Garnes

Mac Cassity



Mistake #1 We misunderstand the purpose of networking.

Imagine you have just opened the double doors of a large and vibrant networking event, let's say it's your chamber of commerce's annual gala. Before you stand two hundred well-to-do, connected, and most importantly, strangers. What do you have in your mind when you see all of those people? How do you view them as it relates to your business? Those that tend to see all of the attendees as nothing more than dollar signs ruin it for the rest of us who are truly interested in meeting professionals and developing mutually beneficial referral relationships. How many times have you heard "You absolutely MUST try my product!", or "I can help ALL of your clients, call me." These kinds of people are more interested in shoving their business card down your throat before even getting to know your last name, much less what it is that's important to you. They prey on the folks who attend these events. If they walk away with a

sale, they consider it a success, no matter that most were turned off by their approach and in the future will do what they can to avoid them. This is NOT why we attend networking events, of course. This results in Mistake #1, ***We misunderstand the purpose of networking.***

As we said in the introduction, the goal of networking is to MAKE AND BEGIN CULTIVATING MUTUALLY BENEFICIAL REFERRAL RELATIONSHIPS. That's not to say that someone won't have another immediate purpose, i.e., finding a speaker for an upcoming event, locating a sponsor, or, if the offer is real and the timing is critical, a sale may well occur. But, our primary purpose is and should be relationship building. What you want to do is not view everyone in the room as merely a dollar sign, but rather, as potential long term relationships and a source of possibly "endless referrals" for your business. If you were to view fellow networkers with the bigger picture in mind, you might just treat them with a little more respect. Realize that if treated the right way, instead of making 200 SALES your goal (if there were 200 attendees) you would make developing 200 referral sources your goal. Which would you rather have: 200 sales or 200 individuals sending you 5-10 referrals a year?

Sure, it makes sense, but look around the room at the next event you attend, You will see someone looking back at you as if you were that dollar sign. If you DON'T see that person, that person could be you...now STOP THAT!

Mistake #2 We only hang out with the people we already know.

Now, this is a tough one. You get to a networking event, and immediately you spot your buddy. You go over and talk to him/her and jump right into the swing of things. "How're the kids, the job, did you watch The Apprentice last night...blah blah blah." A couple of drinks later, a bite of food or two, another friend shows up, then another. The next thing you know, you are having a ball! What a great event, right? WRONG! This is Mistake #2, ***We only hang out with the people we already know.***

When we discuss this one at seminars, we hear the same things over and over again. People want to FIGHT for their right to hang out with their friends at networking events. They are extremely adamant that this makes sense as they are trying to deepen those relationships. Well, we say this, "If you knew 'em going in, you will know 'em going out." As long as you didn't ruin the friendship by doing something stupid, it will be intact as well. Yes, you want your friends to still like you and send you referrals, but chances are, they already do. You can do whatever you choose to at these events, but if you want to increase the referrals you get, you must follow these rules. There IS a way to respect your friendships AND get more referrals at the same time for both you and your friends, so try this at your next event. When you are at a networking event, and you see some friends you know, say this: "Hey, great to see you John. Look, don't be offended if I take off to meet other folks. You see, since we already know each other, I want to go and meet some of the other people here and see if I can identify those individuals who might be good power partners or referral sources for you. If you do the same

for me, maybe we can meet back here at the end of the event and compare notes.” See what you just did? You were respectful to your friend, explained what you were doing and how it would benefit him, and then you sent him out into the crowd to work for you! Now THAT is leverage. Your friend is going to know you care about him even if you only spent about 30 seconds talking, and in turn, he is going to identify good referral sources for you as well. It’s really that simple.

We have found that this technique does two things very effectively. Number one, it keeps you on task as to your true intended purpose and two, it gets your friends ON task in the first place. Remember, at most networking events, folks are either trying to sell everyone they meet, or they are merely socializing. There are usually very few as savvy as you will be and this practice probably just reminded your friend why he/she is there in the first place. Consider how productive the events you attended would be if everyone quit making Mistake #2.



Mistake #3 We talk too much about ourselves.

Q. What is the easiest and most effective way to tell if you might be saying the wrong thing at a networking event?

A. If you can hear your voice and you are not asking a question.

This mistake, like some of the others, seems obvious, but just about everyone commits this error. The reality is, everyone loves to talk about their favorite subject: Themselves. We want you to recognize this mistake before you make it and to give you some tips on how to avoid it.

The last thing people really want to hear when they first meet you is your life story or why your company/product/service is the best and how it will change their life. People don't immediately want to hear why your customer service process is superior and that if they did business with you, you would make it an experience they wouldn't soon forget. We all have

been guilty of this one in the past. Almost EVERYONE has until they train themselves the right way. It is so easy to launch into your sales pitch when someone asks, “What do you do.” Sure, if someone asks what you do, you answer. But keep it short and sweet. Then turn the dialogue back to them. We will address how to answer the question “What do you do?” in a concise and meaningful way later when we tackle Mistake #4. For now, we will focus on trying not to talk so much about ourselves.

The way to avoid this mistake is simple, get the other person to talk about themselves. If you do your job right, then this is what you will eventually start to hear over and over again, “I’m sorry, I have been talking so much about what I do, but can you tell me again more about what it is that YOU do?” Even THEN you don’t want to go into detail. We will help you define your meaningful job description next, so once you have that, just restate it. Focus on THEM, what is important to THEM, not what's important to you. If you can be respectful, develop rapport, and start to build a relationship with this person and say AS FEW WORDS AS POSSIBLE, you really will be ahead of the game.

If you have moved into a conversational mode, and you are talking freely about subjects OTHER than your work, then you’ve REALLY made some progress. The talking too much rule mainly applies to talking about yourself and your business, not necessarily talking in general. We make this distinction because some people will take this too literally and show up at the next event having taken a vow of silence. SHEESH, you wouldn’t think we would have to explain this...we do.

Mistake #4 We don't describe what we do in a way that is meaningful to others.

What comes to mind when you hear the question, "What do you do for a living?"

If you are like most people, and I mean almost EVERYONE, you answer with a job title:

"Realtor."

"Mortgage Broker."

"Sales."

BORING!!!!

If you want people to remember you, and what you do, you have to describe it in a way that paints a vivid picture in their mind of what you do. How many people do you know who "sell insurance?" If you attend networking events regularly, I'll bet you know a few. But how do you refer to them? Probably as "that guy I know who sells insurance." But how many people do you know that, *Spend time with clients helping them to identify risks that could prove financially devastating to their business or personal life, and show them simple and inexpensive ways to avoid the risks?* That is a description of an insurance agent, but one that is MUCH more meaningful to a potential client or referral source than just "insurance agent." There are 200 people in a room, and you have to make yourself stand out from the crowd without setting yourself on fire. Chances are, there is someone else in the room who does exactly what you do. I mean, unless you train one armed Brazilian wombats, the people you talk to will probably know someone else who does what you do. But if you are able to paint a vivid picture in their

mind of exactly what you do and why it is meaningful to the people you serve, they are much more likely to find opportunities to make referrals to you.

Anyone can come up with this type of description of what they do, it just takes a little thought and a hint of creativity. The key again is to describe exactly what you do in an informative way that paints a picture in the listeners mind. Then follow the description up with why that particular service is of value to the clients you serve. For example, when we are networking locally in Maryland, or abroad, we could easily answer the question of what we do by saying “marketing consultant.” Instead, we might say something like, “we identify individuals or businesses who are interested in having a large stream of income coming directly from people who are sending them qualified referrals day in, day out, 365 days a year, and then we teach them how to do it.” That does more to excite prospects we might meet than saying “marketing consultants” wouldn't you agree?

As part of our more in-depth program, [The Referral University Mastery Program](#), the two of us will actually work with you personally via email to come up with several of these meaningful and more importantly MEMORABLE descriptions to make certain that you get on and STAY on the minds of your referral sources.



Mistake #5 We don't have an effective follow up system.

Ever come home from a networking event about 2 lbs heavier, because of the huge load of business cards filling your pockets? We have. It's kinda scary to know that a whole family of trees gave up their lives so that we could have 18 business cards from a Realtor named Bob. (You see, Bob was so interested in telling everyone about what HE does that he forgot he already met us earlier at the event...See Mistake #3).

So, there sits the stack of business cards on your desk, looming like a towering monster staring at you day after day until FINALLY...you throw them away. Be honest! You know you have done this; we certainly have, and it's a shame. We met the right people, had the right conversations, got their contact info, but we didn't follow up. Why? Simple. Because of mistake #5 ***We don't have an effective follow up system.*** If we had a system to get back in touch with

these people within days of the event, in a meaningful and memorable way, and it only took us a few minutes, that would make life pretty simple AND productive, wouldn't it? Those systems exist, and we can show you how to use them. A system could be as simple as:

1. Get a business card
2. Send a greeting card
3. Schedule one on one meeting
4. Add to follow up newsletter campaign

Now, if the above contacts are meaningful and NOT just sales-based, you can help to deepen your relationship with that person. If your materials are just sent to try to sell your products, don't even bother sending them. You are better off sending direct mail to people you don't know. We are talking about developing referral relationships here, not selling everyone you meet...remember that.

Another key principle to note here is that proper follow up can be individual. What we mean is, having an effective follow up system for you may be different than it is for someone else. For example, based on the nature of our business, it would be impossible for us to follow up with and schedule a one on one with every person we meet. Trying to do so would be futile and there is no way we could truly give value to everyone. We do, however, regularly maintain a group of 100-150 close, mutually beneficial referral relationships. This allows us plenty of time to be able to add value to those individuals and get to know them each on a more personal level. We are more likely to set up a one on one meeting with an individual or business we are

looking to develop a referral relationship with than just to keep them at arms length with an email or snail mail campaign. That doesn't mean we don't do some of this, we just try to maximize our time by being a little more selective.

Not everyone you meet at a networking event will be a good fit to add to your network. For instance, if you know 10 Realtors, it would be hard to add 10 more to your network and give them all value. What we have done to be of service to the largest number of people is develop a program that can teach anyone how to be more successful with respect to building and developing mutually beneficial referral relationships. **The Referral University Mastery Program** goes over in detail through audio, e-book workbook, AND monthly seminars exactly how you can make these systems a part of your every day routine. From what to do to how to do it, we go over it all. If this information is overwhelming, the Referral University Mastery Program can help you tie it all together in a simple, easy to understand, effective system. If you want more information about everything included in this program, visit our information page at www.RelationshipMarketing101.com.

Mistake #6 We don't meet the host/centers of influence.

Sometimes at events we get so caught up in what is going on that we forget to meet the really KEY people that are there. If you are standing in a room full of 150-200 people, shouldn't you meet the person who got them all there? Yes, you should. If you're not sure who that is, look at the entrance . . . they're usually standing near the door greeting people as they come in. If a person has the influence to get that many people to a mixer, then who do you think they could introduce you to? Meet the key, influential people at the events you attend, and offer to help them in any way you can. Make a friend, show them value, and in turn, they will introduce you to their friends.



Mistake #7 We are not good matchmakers

One way to be a hit at an event is to learn how to become a good matchmaker.

Introduce people you meet to others in a meaningful way and you WILL be remembered.

Oftentimes, we have found out later that the people we introduced became clients of each other and some large deals ensued as a result. If you are the one that made that relationship happen, you have made a meaningful impact on BOTH parties, perhaps for life.

Unfortunately, what happens all too often is someone will be standing alone at a networking event. They are not involved in a conversation, yet no one pulls them in. It's up to THEM to make that entrance, and the folks who are a bit shy or not good at segues find this

difficult and sometimes just walk away. The reason why is because of Mistake #7 ***We are not good matchmakers***. How about YOU decide to be the person to engage others? Pull people into conversations. Make it a point to be a matchmaker for as many people as you possibly can, while being respectful of their time and goals.

What we do when we go to an event, and you can too, is something that was mentioned briefly in the section on Mistake #2. We meet individuals, and based on what they do and what goals they have, we try to match them up with other folks who would be good power partners in their businesses. Remember the card game "Concentration", where you take a deck of cards, turn them face down, and then proceed to turn cards over two at a time looking for matches? This is the same principle. However, instead of collecting the most cards to win the game, you create as many referral relationships as you can and EVERYBODY wins. Believe us when we say, if you go into the event with this mindset, you will win, and win big, because you will be responsible for the people around you winning along with you!

One of the keys to overcoming Mistake #7 is to make the introductions the right way. After all, if you can't remember someone's name, or you introduce them as a contractor and they are the president of a bank, you probably didn't make the impression that you wanted to. So here are a few tips to help you make the impact that will be the most meaningful:

- Carry a pen with you, and when you meet someone, jot a note about the conversation on the back of their card. This way you can better remember some specific details about what you spoke about. Bringing some of this information up at the time you introduce make a better impression.

- When you introduce someone, make sure you use their full name, what they do (job title or company name) and why you think they would be a good contact for the other person OR something specific they are looking to accomplish, if you have gotten this info from them.
- If you see that the folks are conversing well and getting along, make a polite exit, “I am going to excuse myself so you two can talk; let me know if I can be of further assistance to either of you.” This will reinforce the fact that your main purpose was just to introduce the individuals to one another. The fact is, their next few minutes will probably be spent talking about how much they each like and respect you. Remember, that is not your purpose, but it just happens as a part of human nature.
- When you see someone who is not engaging, engage them. Find out about what they do and what they are interested in so you can go out and find others to introduce them to. This technique is especially valuable at a large gathering where the folks NOT engaging are usually pretty numerous and easy to identify. They might be intimidated or perhaps new to networking or new to their particular position or business. They NEED your help. Go help them!

Now, I am not going into detail here about the actual referral process, because this book is strictly about networking events. (We cover this subject extensively in our [Referral Mastery Program](#).) Matchmaking is a HUGE component of delivering quality referrals. For instance, introductions themselves are a form of referral. Granted, you haven't always gotten to the point of the KNOW, LIKE, and TRUST stage, but you are referring one person to someone else based on what you know about them. If you are the person responsible for putting two people together at an event, and they go on to do lots of business together, who do they have to thank? You! Make it a point to engage others at events. Introduce folks you meet to others based on what they do, and do it in a meaningful way. In addition, if you know some of the people at the event already, you may be able to qualify those introductions with actual testimonials or case histories. This will greatly increase the value of the introduction. Avoid Mistake #7 and become a GREAT matchmaker!

Mistake #8 We show up just to be seen

Unless you are Prince, Mick Jagger, or The President, your “appearance” is not going to mean anything to anyone in attendance. This is Mistake #8 **We show up just to be seen.**

Politicians do this one all the time. Pop into an event, get some pictures taken, kiss a baby, and then they are gone. In reality, this mistake does more harm than good for you. It would be better for you to only attend those events at which you can make a meaningful presence and then be there long enough to have some positive impact on those in attendance. Even if you can only attend one event a week, as long as you can commit to being there for the duration, you can meet folks, introduce folks, and be a valuable presence in the room.

We know there are 10,000 things going on in your city this week and you want to hit them all. But as we discussed, it doesn't truly add value to just pop in. What we recommend is speaking with someone who will be at the events you can't attend. Find out what happened, who attended, what connections were made. If it was a well-attended and valuable event, maybe you should mark your calendar for the next one. This makes much more sense than bouncing around from place to place and having no impact on any one group of people.

This can be a hard habit to break and we see it frequently. At most of the seminars we do locally, there is someone either coming early because they have to leave before it is over or they are coming in late because they are coming from another event. This is very noticeable because we always have a seminar component along with the networking portion. So someone

is either leaving in the middle of a informational seminar or walking into the room in the middle of it. We ALWAYS hear this at these events “Where is so and so? I had a referral for her, but she left!” This is too common, especially considering how even a slight understanding of how you are perceived when you do it, will make you stop immediately.

The bottom line here is if you take the time to attend a networking event, attend it with the intention of making it success through your participation, not just by virtue of your appearance. The people around you will appreciate you more when you come prepared to add value to the event.

Mistake #9 We don't ask the right questions

"So, how 'bout this weather?"

"Wasn't traffic awful getting here?"

"um....Where is the bathroom?"

All good questions, and appropriate at the right time. These are not the best questions to ask when trying to build and cultivate referral relationships though. This leads us to Mistake #9 ***We don't ask the right questions.***

Your goal should be simply to find out as much as you can about what the other person does; why it is important to them; and how they can be of value either to you, your clients, or your existing referral relationships.

"What do you do?"

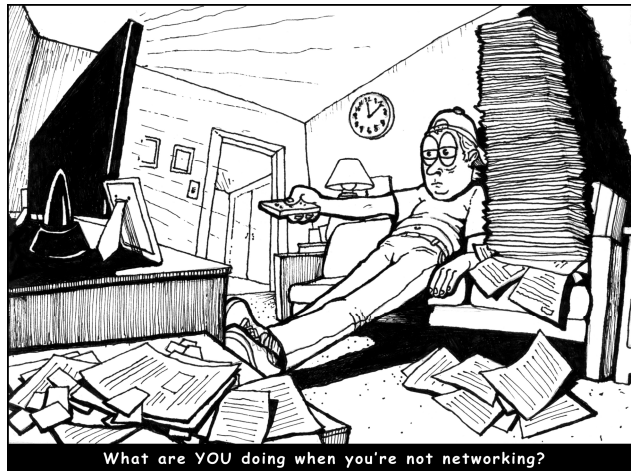
"What got you into that line of work?"

"What do you like best about doing what you do?" And the HOLY GRAIL of networking questions: "How do I know if someone I'm speaking with is a good referral for you?" That one question alone will help to cement you in the minds of others at networking events and meetings more than anything else you could possibly think of. Not only are you showing them that you care about them, but you are trying to get targeted information to help them put money in their pocket! Congratulations! You just made a referral relationship! This kind of

question will virtually make them feel GUILTY about not giving you anything in return. I have seen this question just about force someone to run out and find a referral for you.

Now, I could spend an hour or more and 10 pages on questions, but I won't. The reason why is, Bob Burg has already created a fantastic chapter on this very subject in his book ENDLESS REFERRALS. He is the one that taught us the HOLY GRAIL question, by the way. We highly recommend you make this book a part of your referral relationship marketing arsenal. Another fantastic resource is Jeffrey Gitomer's LITTLE BLACK BOOK OF CONNECTIONS. Along with Bob Burg, Jeffrey Gitomer and his LITTLE BOOK series have made up a huge part of our curriculum in what we try to teach others and live by ourselves. We are by no means perfect in our endeavors, but by utilizing what these masters teach, we DO get better and better each day. We have a more in depth list of resources at the end of the book, so be sure to check out those we recommend and how their expertise can get you where you want to go.

To avoid Mistake 9, ask a good question, then another, and then another. Let the OTHER person talk and show them that you care about them. Find out enough info so that you can not only introduce them effectively, but you can better identify referral sources for them. If you can adopt this attitude of putting their needs before yours, you will make fans of those you meet.



Mistake #10 We don't attend enough networking events

We have discussed what not to do at networking events. We have given you specific examples of what you are supposed to do. We have even included the reasons why AND given you some additional resources to follow up with to become even BETTER at getting referrals, so now what? Well, go out to some events and practice your skills! The final mistake you should avoid is Mistake #10 ***We don't attend enough networking events.***

If you rarely attend events, or attend them sporadically, it will be hard to really build the successful referral relationships we have been talking about. I would suggest you attend at least one event a month. If you only go to one networking event a month, make it a BIG one, and make sure you follow up with as many people as possible in a meaningful way. An even better strategy is to attend several smaller ones per month, so that you begin seeing some of the

same people again and again. That frequency of face to face contact really helps to build and cultivate those referral relationships (hopefully that phrase is starting to stick in your head...).

The key is consistency and developing a plan of action. Those folks that are networking junkies try to attend EVERYTHING that is going on. They run around all over town, without a plan or goal in mind other than making sure they don't miss an event. Yes, they are everywhere, but are they offering any real value at any of these events? One thing we like to do is plan out our month in advance. Personally, we are heavily vested in our Chamber of Commerce, so we try to attend all of those events that we can. In addition, we try to throw 2 or 3 random events in as well, such as speaking engagements, seminars, etc. Most months, either one of us may attend 5 or more events, but we make it a practice to attend at least 4.

Because we keep a faithful presence in the groups we mentioned above, it is more likely that we will see some of the same people over and over again (and there are ALWAYS new faces there as well,) so we can refer the new folks we meet to the ones we already know, like, and trust. This practice has served us well and has been the cornerstone to the development of our current network of referral relationships.

The people we do business with on a regular basis (those who are either clients of ours or just referral relationship partners) are committed to the philosophies we have shared with you here. They really follow the principles outlined above and have a mentality of putting other's needs before theirs. This is the true goal of everything we have been talking about in this book. If you can remember this one thing, then we have done our job. Our aim is to make as many people as successful as possible at each and every networking event in the country.

We've got our work cut out for us, but now that we can scratch you off the list, congratulations!

Thanks for reading and we wish you much referral success!

A final thought from Glenn and Mac

We want to congratulate you once again! So many business professionals never even get this far, so your efforts should be applauded. Having said that, we want to welcome you to the beginning. That's right, although you have reached the end of this publication, this really represents the beginning of your journey. You see, learning how to effectively build and cultivate referral relationships is a lifelong endeavor. There are so many pieces to the larger puzzle and although using this guide WILL make you more referable and will make you more successful, it is up to you to do the work. Making these principles part of your everyday business life and making them a HABIT is key. We have designed this book to be a guide that you use to help perfect your networking skills until they are second nature. Use the notes area in the back to make notes after you attend events. Jot down the things you did well, and perhaps the things you did not so well. In addition, try to see if you can identify those at the event who committed some or all of the 10 mistakes listed in this book. When we are able to identify others who commit these networking errors we become better at noticing when we do them as well.

Work on yourself everyday to become more referable. Read self improvement books. Purchase programs that will help to build your referral marketing toolkit. (We have included a list of resources in the back of this book.) Ask questions of others to get a feeling for how others see you. BE HUMBLE. We aren't perfect; we have flaws. It is identifying these flaws and working on them that is the success.

Finally, work for others. Put others needs before yours. This is the fastest way to success. You will discover as we did, that once you put this principle to work, doors start to open up. People look at you differently. They are happy to see you, and, more importantly, happy to HELP you. This means by giving you referrals, doing business with you, offering sound business advice, and more. If you can, from your heart, put others needs before yours, you will not only do well, but will make a difference in the community in which you operate. We have found that once we committed to this principle 100%, we have moved forward in our business and personal lives more quickly than at any other time in our lives. Try it. We know you will thank us.

Glenn K. Garnes

Mac Cassity

About the Authors

Glenn K. Garnes

Glenn Garnes is a retired attorney. After 20 years of running a successful law firm whose business came EXCLUSIVELY from referrals, he decided to retire to focus on helping others grow their businesses. This expertise in developing referral relationships helped Glenn to become successful in doing just that. Now, as President of ShopInUsCities and co-owner of Referral University, Glenn spends his time speaking, writing, and consulting with other business owners who are interested in becoming more successful through developing ongoing referral sources using the principles that he and his partner, Mac Cassity, teach.

Mac Cassity

Mac began his marketing and sales career when he made his first insurance sale at the tender age of 15. Since that time, he has worked to learn all he can about ways to help grow and market new businesses. Upon discovering and becoming interested in Referral Relationship Marketing, Mac found his true niche. After partnering with Glenn Garnes, Mac helped co-found ShopInUsCities and Referral University. He and Glenn now spend their time making sure that everyone they come in contact with is growing their business through putting others needs first. Mac spends his time writing, speaking, and consulting alongside Glenn



Mac Cassity



Glenn K. Garnes

Resources

NOTE: This is by no means a complete list but simply represents the top of the heap of the ones we have felt have given us the most value throughout our referral relationship marketing careers.

Mac and Glenn -- Info@referraluniversity.com- Mac and Glenn have dedicated themselves to helping others become more successful in building and cultivating referral relationships. Along with this book, their complete referral marketing system [THE REFERRAL UNIVERSITY MASTERY PROGRAM](#) is helping them to accomplish this task one business professional at a time.

www.relationshipmarketing101.com

Authors and Trainers:

Bob Burg – Bob is an absolute genius when it comes to strategies for networking and relationship building. He offers a number of books, training courses and materials on the subject, and every one of them is a gem. We include *The Go-Giver* as a bonus in our course because it's a perfect fit philosophically with the principles we teach, but Bob's other materials are excellent too.

Be sure to take a look at *Endless Referrals*. We used to include that in the course before he came out with *The Go-Giver*.

www.burg.com

Harvey Mackay – Harvey is another relationship master who has written a number of books on a variety of topics. The one that is most relevant for purposes of this course is *Dig Your Well Before You're Thirsty*. If you've ever wondered why building a people network is important, this book will answer it for you. Every serious business person should read this book.

www.harveymackay.com

Jeffrey Gitomer – Jeffrey Gitomer is the only guy I know who could have been equally successful as a comedian and a networking master. His book [The Little Black Book of Connections](#) is a quick read, and full of the best advice you can get anywhere on relationship building. And, Jeffrey will have you chuckling the whole way through. I would have loved to see Jeffrey in a career as a comedian, but I'm glad he chose to be a networking guru!

www.gitomer.com

Dan Kennedy --Dan is an extremely well known speaker, trainer and consultant. His ability to develop sales letters and headlines that return massive profits is legendary. We are students of his teachings and feel that your marketing toolkit is not complete without at least SOME of his books or materials.

www.DanKennedy.com

Classics on Relationship Building and Business Success

“How to Win Friends and Influence People” by Dale Carnegie– If this book isn't in your library, or if it's in there but you haven't read it, you're crazy! I don't know a nice way to say it. This could possibly be the single most important book any single person has ever written on relationship building. Get it, read it, live it!

“Think and Grow Rich” by Napoleon Hill – Another classic work that chronicles the traits and characteristics of the most successful people of our time. While it's not so much about networking, it does provide quite a bit of insight into the attitude that creates success. Read chapter 10 on the "mastermind principle". That one chapter could change your life.

Referral and Networking Groups:

Perfect Networker – Perfect Networker is our own business referral group. Our format combines face-to-face networking, with a masterminding format that helps professionals build their business with input from other group members. We also include the Referral University Mastery Program for extensive referral relationship marketing training, and REFERRAL TRACKER, a proprietary online referral system to help you make, manage, quantify and qualify referrals.

Perfect Networker groups are limited to 10 members per group, to allow for more intimate, and more effective brainstorming with individual members of your group. Group members make referrals to each other all week long reserving group time for brainstorming sessions. Because groups are limited to 10 people members are encouraged to establish referral relationships with members of other Perfect Networker groups, thus providing even more resources for everyone in the organization.

<http://www.perfectnetworker.com>

Business Network International "BNI" -- BNI is another worldwide, well established, business referral organization. BNI's format includes weekly meetings where members exchange referrals. Groups are typically between 15-30 members, and each member is exclusive to his or her industry.

BNI meetings provide structure and a productive environment within which to exchange referrals.

<http://www.bni.com>

Both of the above organizations are at least nationwide. There may be other networking groups in your area that are regional or jurisdiction specific.

Networking Checklist

Bring with you to networking events to make certain that every event you attend is as successful as it can be!

- **Business Cards** -- Bring plenty, but remember, your goal is to get other cards to be able to follow up with those you meet.
- **Name tag** -- Whether the event provides one, or you bring one, make sure to wear it, and wear it on your right side...that way, when you shake hands, the other person will be eye to eye with your name and business info.
- **Arrive early** -- If you know the event planner, or get a chance to meet them early on, perhaps you can help greet the guests...a fantastic way to get a chance to meet everyone who attends!
- **A pen** -- Use it to jot down notes on the back of business cards you receive so you can remember important info about those folks you meet...referencing these key points when you follow up will help you score major points.
- **Working Calendar** -- Blackberry, laptop, or just a day planner, this is a great tool so that you can schedule follow up one on one's with those folks you meet.
- **Mints or Gum** -- Not only will this tip ensure that the conversation lasts longer, you may just be a hero for someone else who is, shall we say, fresh breath challenged!
- **The 10 Mistakes We Make at Networking Events and how to Avoid Them** -- Ok, the geek squad may arrest you if you are caught carrying this around at an event, but the principles hold true and are VALUABLE...make sure to keep this in your car and refer to it before you enter the event.

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An Interview with Bob Burg, The Go-Giver!

Be sure to visit the link below for an entertaining and insightful interview with one of the most acclaimed referral marketing experts of our time, Bob Burg:

<http://www.tipsonsuccess.com>

Listen in as Bob shares with us the "insider secrets" on his latest book *The Go-Giver!*



**"Let the words 'I was referred to you by . . .'
be the #1 thing you hear each and every day,
month after month, year after year!"**

Discover Glenn and Mac's step-by-step system for generating referrals consistently and predictably, that will put you light years ahead of your competition - even if you are brand new to business!

From the desks of **Glenn K. Garnes** and **Christopher "Mac" Cassity**

Re: Referral University Mastery Program

Dear Business Professional,

We are going to get to the point - if you're reading this letter we suspect you've already decided it's time to get serious about your marketing, and there is no better place to start than by adopting a proven system for generating more business through referrals. We call it the [Referral University Mastery Program](#).

When you think about it, anything you have ever done that was worth doing, was taught to you by somebody who had already done it, and in many cases through a formal system of training or schooling. So, why do we leave something as important as generating more business left to chance? It doesn't make sense. And, that is why we created the Referral University Mastery Program.

As a student of the [Referral University Mastery Program](#) you will be guided step-by-step through a simple but effective process for generating more referral business than you'll know what to do with. We won't simply pile a bunch of information on you, and leave you to fend for yourself. **We will take you by the hand, through monthly Web conferences, and email consultation, and help you to implement the principles we share in the course.**

Our program has been carefully tailored to provide you with proven ways to quickly become a referral machine.

If you cannot say that you currently have more referral business than you can handle, you owe it to yourself to visit www.relationshipmarketing101.com, and then to grab the [Referral University Mastery Program for your marketing toolkit](#). We invite you to join the growing number of business who have drawn a line in the sand and decided to do something to ensure their referral marketing success.

Glenn K. Garnes, Professor
Mac Cassity, Professor
Referral University

www.Relationshipmarketing101.com



Here is what you will learn from the Referral University Mastery Program:

- **10 mistakes business owners make at networking functions and how to avoid them!**
- How to make people want to send you referrals without even telling them what you do (It's a shockingly simple method used by top referral marketers to create trust!)
- **How to automate relationship building without sacrificing the personal touch** (This single lesson could save you a fortune in your marketing)
- How to develop the mindset and attitude necessary to be the ultimate referral magnet! (Most people miss this one critical component of marketing success, but you won't!)
- **The single most important trait you must develop to be an effective relationship marketer! (You'll gain attention and friends quickly by mastering this one!)**
- 3 simple things you can do right now to generate at least 25 new referral sources in the next 25 days (This practice can generate results for you almost immediately!)
- **A 15 word phrase that will make you stand out in the minds of anyone attending a networking event (Hint: find the right trigger words - words that are interruptive - and you'll instantly cause your referral source to drop everything and pay attention to You!)**
- How to formulate a custom tailored marketing plan built on relationship building - one that focuses on your business, your market, and your personality.
- **7 words that virtually guarantee people you have been referred to will be receptive to your call.**
- A specialized format for gathering testimonials from your customers that's guaranteed to attract other customers! (Your competitors are not doing this, and if you do it you will get more attention!)

Find out what others are saying about this simple, but comprehensive program!

"There's so much value in this program it's almost ridiculous that you offer it at this price. Any one of the audio lessons would have been worth what I paid for the whole course, and I didn't even talk about all the resources in the workbook!"

Michael Greasley, Owner
Pro Design & Build
<http://www.prodesignandbuild.com>

"I tried the match making exercise you taught me for networking events, and made three solid contacts that have already sent me a referral. One became my customer after the networking event! This course has already paid for itself and I haven't even gotten to lesson two! I'm really happy with your work. THANK YOU SO MUCH!"

Rachel Schaeffer
Capital Financial Partners
<http://www.capitalfinancialpartners.org>

"There are not enough words to describe how delighted I am with Referral University. "

Richard Solomon, Esq.
Law Offices of Richard G. Solomon
<http://www.richardsolomonlaw.com>

www.Relationshipmarketing101.com