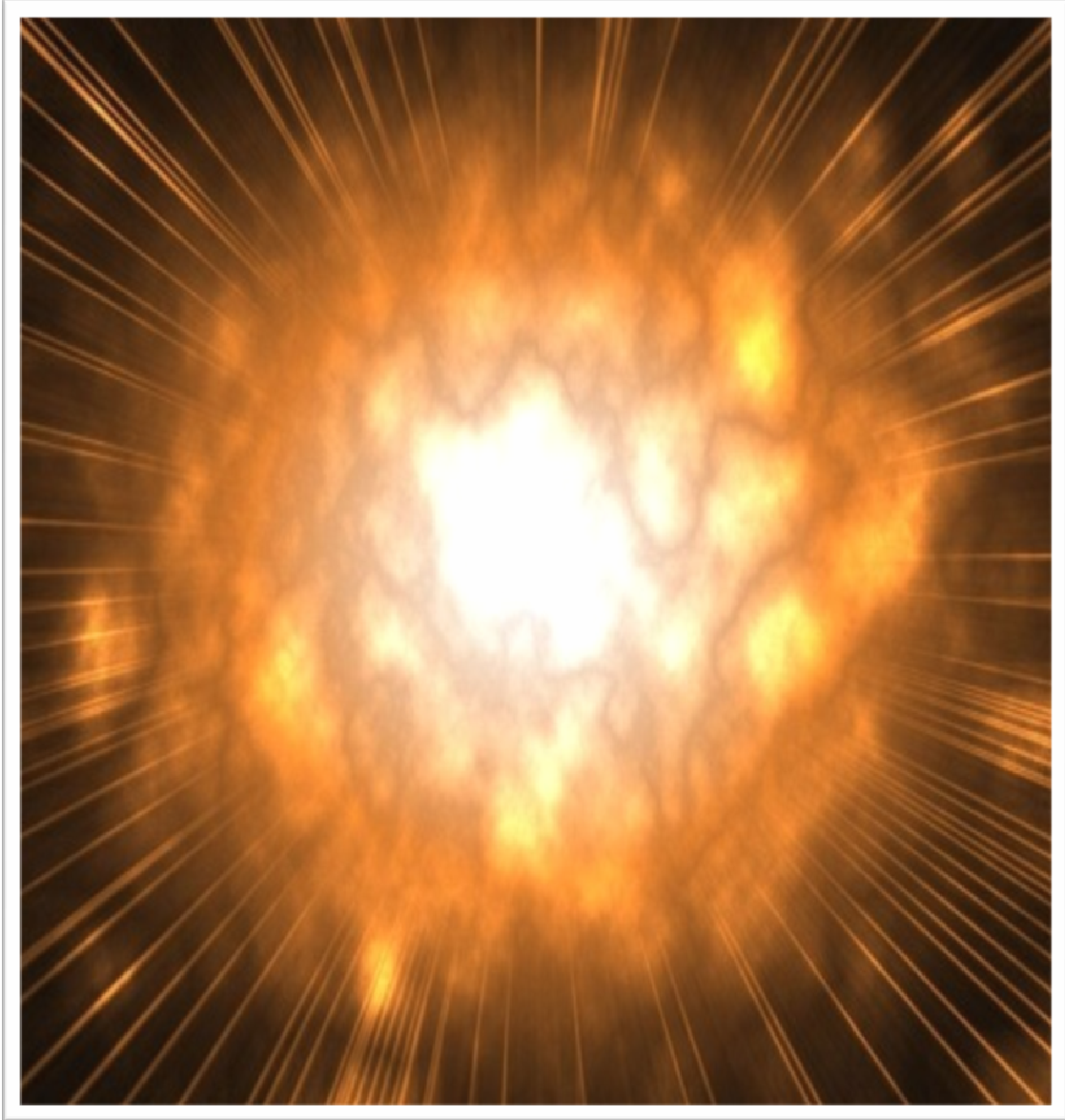


Networking Nitro!



from

Cinnamon Edge

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To be absolutely certain you have the current version of Networking Nitro, visit <http://www.WellVersed.co.uk/NetworkingNitro.html> and download the latest edition, totally free.

Now read on, and we'll tell you everything you need to know – including the secret that turns a talented trader into a world-class marketer, and a good income into life-changing prosperity ...

What is ‘Networking’?

‘Networking’ is really network building. Network builders attend various events, join online communities, and work at establishing relationships with other people to their mutual benefit.

By forming one relationship you can gain access to the contacts the other person already knows or will get to know in the future. Networking offline can ‘connect’ you with dozens of people very quickly. Online, you might find yourself ‘linked to’ or ‘connected with’ hundreds, even thousands, almost at once. What use you and they make of these connections depends on your being alert to the possibilities, which aren’t always obvious. But with imagination, the most astonishing results are possible.

All of this works in reverse, too, of course. Imagine you were at the centre of an ever-branching tree. If everyone you know had just four other contacts, everyone they know had four more, and so on, then just two steps would give us sixteen contacts, another would give us sixty-four. And every new person we connect with would offer us *another* sixty-four – while we would offer exactly the same bounty to each person we met and exchanged details with.

Exchange details with just ten people and you may have connected with over *six hundred* potential allies!

In reality the world isn’t that big! We’re all familiar with those amazing coincidences, where a perfect stranger turns out to be related to a lifelong friend, or once lived next door to our parents somewhere in Africa, or whatever. So, many of those people will already be linked to each other by various connections, and it *is* more accurate to think in terms of a net, or web

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of contacts. Possibly, if you can visualise it, a matrix; a net in three dimensions...

But it is a net we need to be a part of if we want to succeed, and succeed quickly – we need to network, and network well.

Because networking brings us a step nearer the number one list-building secret of the ‘gurus’!

You can grow your network very quickly, of people who enjoy each other’s company, enjoy working together and so connect each other with yet more people you might like to work with, and so on.

Networking events are almost always fun, and often exciting and highly charged, especially for those who embrace the possibilities of establishing new contacts, embarking on new adventures and becoming ever more ‘connected’ with the right people!

Not all networking has to be at live events. There are some very active and productive online networking communities too.

We certainly advise you to join at least one or two online communities. Don’t join too many, though – chatting online can be very addictive and eat into your productive time!

For those of you who do want to go to live events, to network ‘live’ and meet the ‘gurus’ face-to-face – and we’d strongly recommend that you get to as many events as you can – the following two sections will be invaluable...

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The Benefits of Networking

To most people who regularly go to seminars, conferences and similar events, the benefits of networking are soon apparent.

To those who have so far stayed away from such events, the attraction may not be so obvious. After all, isn't one of the benefits of working for yourself the ability to shut yourself away from the outside world?

Well, yes and no. Yes, you can work from home or from your own office, but you can't escape the need to communicate with the rest of the world forever, or at least that part of the world you want to sell your goods and services to.

For now, though, let's concentrate on one major benefit of networking – finding strategic partners to work with. That's people with whom you can share complementary skills to your massive mutual advantage. People, with whom you can create, invent and develop new product ideas or entirely new businesses. Frankly, people who can help you become rich and successful.

Yes, you might manage on your own, but why would you want to just 'manage' when you could thrive? And why make business harder than it need be? Especially when the number one secret of the gurus is right in front of you!

You can communicate and do business with people by means of post, email and telephone. You might 'chat' in live chat rooms, and send messages via MSN, on social networking sites and the 'blogosphere'. You might even record podcasts and listen to other people's recordings.

Or you might just go and actually meet real people.

Remembering that up to 93 percent of human communication is non-verbal, we only get to know a fraction of the ‘real person’ if we rely on this kind of contact alone. On the other hand, with *everyone* now online, it is in some ways easier to check them out – or at least visit their websites and take a look at any products they’re marketing.

We’ll readily concede some great and successful alliances have been forged by people who haven’t met or who didn’t meet for months or even years after starting to work together. But it’s a fact that many more have been formed by people who first got to know each other face to face or who cemented their relationship with a real meeting.

And, very often, those meetings are the ones that lead to massive positive change for both parties.

It’s a fact that more and more solo entrepreneurs are discovering – as you can discover too – their struggling business is transformed within days or weeks of a successful networking event. One chance remark might be all it takes to find the component that’s missing in your business. More likely, it will be an ongoing relationship formed at the event that provides the stimulus, the renewed enthusiasm and maybe even the physical means to move you to the next level.

Or you might just learn the number one list-building secret of the gurus and put it to work for you!

How might that kind of massive positive change help **your** business?

And that’s without considering what you might actually *learn* at these events!

So, which networking events should you attend?

There’s no such thing as a *bad* networking event, because they’re what *you* choose to make of them, but for more details of the events we recommend as the *best* you can go to, just ask.

Prepare For a Networking Event

Really, the most important thing is actually turning up, because you’ll soon learn how some people manage to make the best of every opportunity while others mostly stand on the sidelines, missing out.

But you might have paid good money to go to your first event, so let’s see if we can help you make the most of it at the first attempt.

First, you need to be clear in your own mind about three things before you go:

- What you want to achieve
- What you have to offer
- The impression you want to make

With those three things clear in your mind, the rest kind of falls into place, because it leads you onto thinking about how you’ll achieve what you want, how you’ll present what you have to offer, and so on.

Now, you never know quite whom you will meet at any event or what opportunities might arise, so you need to be flexible and expect the unexpected.

Any contact you make is potentially beneficial to you both. Remember we said you needed to be imaginative about the possibilities? A self-employed

plumber may or may not be the person you're hoping to meet, but might they know an electrician, a printer or a copywriter? It's quite possible they do, and once they know more about you, what you have to offer and what you're looking for, they might just make that important connection for you.

And you should be looking to do the same for them! Keep your address book or organiser with you, so you can quickly pass on details of contacts you know. Failing that, make a note on the back of their business card to contact them as soon as you've found the details. Then do it! In fact, always make a note on their card to remind you what you said, promised or what ideas occurred to you when you met – you won't remember afterwards. Believe us; we know!

So your first aim is to make new contacts, to find out about other people and to make sure they know enough about you to:

- Remember you and know how they can contact you
- Understand how you might help them
- Understand how they might help you

The usual way to leave your contact details with everyone you meet is by giving out your business card and there are several ways you can either get these made for you or make them yourself.

You may be a talented designer, so you might do a professional job. Or, you might not...

High Street printers will often do an excellent job and you should always get at least a competent, professional result. The good thing is they are not very expensive.

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If you already know a designer whose work you like, then great. Otherwise, you'll need to ask around or take pot luck. Comfort yourself with the knowledge that almost any professional will produce a better result than you would...

With both professional options, larger quantities will mean a lower price per card. Don't get carried away and order hundreds, though. You'll probably want to modify the design or words next time, after you've had some feedback, so don't lumber yourself with loads of cards and expense you didn't need.

And by the time you need some more cards, you'll probably know a designer, a printer or someone who knows someone – that's what networking is all about!

What do you offer – what can you do for them?

But what can you offer? Well, the speciality of whatever business you're starting up, for a start. But you might be surprised what skills and knowledge you have that will be useful to the new people you meet, so do try to stay open minded about that. In particular, your knowledge of the business you've just 'escaped' from might be especially useful and valuable.

Meanwhile, it's a very good idea to prepare a few stock answers to the question, 'What do you do?'

You'll need a few different answers because you'll be asked the question in several different situations by, hopefully, lots of different people.

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"Why settle for good when you could be great?"

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So, you will need what's often known as an elevator (or lift) speech: a very brief summary in one or two sentences, of the benefits you can offer. Imagine Bill Gates joined you in the lift at the tenth floor and he asked you what you do. How would you explain the benefits of your product or service to him before your lift reached the foyer?

Okay, you're unlikely to meet Bill Gates, but you never know who you might end up speaking to in a few snatched seconds. Aim to tantalise them so they feel obliged to ask you to explain more. Be clear what you'll say next. Your elevator pitch should be rather like the opening of a good sales letter – drawing people into the body copy, your real story.

You'll need a longer, expanded version of your elevator speech for when you get more time to talk with someone. You can use more or less the same words to open, then explain more as your conversation develops, but don't bore them with unnecessary detail – you don't want them wishing they hadn't asked!

Needless to say (but we'll say it anyway), in both situations, you should ask them what they do, too. And listen to the answer! Conversation is a two-way thing, with give and take. If you're too busy getting your message across you might easily miss something that could have been very useful to you.

And anyway, if you're not listening to them, how many people are going to stick around to hear you?

You must always bear in mind that an interesting and useful answer for one person could be irrelevant to another, even if they still find it interesting. For that reason, try to keep in mind everything you can offer (and are prepared to do) and be ready to explain each of them. If you're a graphic designer, can

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you offer website design to a copywriter, for instance? Or, if you're a natural at programming, could you quickly learn about the latest membership site

software and help someone build their new website? Both these are real examples from MI.7 Alliance members, by the way.

You might equally easily find an outlet for a talent that's only been a hobby up 'til now. Be ready with a confident explanation of that, as well.

What can they offer you?

Prepare your opening question, and an idea of some further things to ask. Are you looking for a particular type of client, or to expand into a new part of the country? Are you keen to find a copywriter you can work with, or an accountant you can trust? Do you have a possible future project that might benefit from a collaboration of some kind?

And, of course, what do they do? What else? What plans do they have? Do they 'fit' in any way with what you're doing or planning?

Except with your short elevator speech, your presentation should be as conversational as possible. You must come across as approachable, confident and competent. It's a mistake to try the 'hard sell' when you're supposed to be networking, but be clear on the key phrases you can use to explain yourself, the key points you want to make and the kind of positive, confident manner you want to portray. Speaking of which...

First impressions count - what kind of impression do you want to make?

Will it be:

- As bright but a bit daft or eccentric and so maybe unreliable?
- As dull, uninspired and uninspiring?

- As flashy, arrogant and possibly dishonest?
- Or, as smart, professional and successful?

Did any or all of those descriptions conjure up a visual image? Which one is closest to the way you look now and which one do you think would most impress other people? If those two images don't match today, make sure they do, as far as possible, at the event.

First impressions do count - we've all noticed a distinct difference in people's reactions to us when we dress smartly and look confident compared to when we dress scruffily and look uncomfortable.

And if you don't actually feel that confident and successful (yet), you can at least 'start with the smart' and 'fake it 'til you make it!' Get a haircut, buy a suit, polish your shoes. Play the part as though you've been doing it all your life. It will speed up the journey a lot...

Now you're ready to network!

First impressions are just as important in your written communication; including your follow-ups after a live event. The equivalent of tidiness, brightness and approachability might be reasonable grammar, accurate spelling and clarity. All make an impression and it's important to follow up on the contacts you've made with a friendly, eloquent message. Just as you might forget details of the people you've met, so they might quickly forget yours, unless you make the effort to stay in touch.

Especially if they're the kind of person who a lot of other people will have wanted to speak to – the kind of person who can help you crack the number one list-building secret of the world's most successful marketers...

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Why Form a Mastermind Group?

The benefits of a mastermind group are enormous – you’re reading one result of just such a group right now. But this is just the tip of our particular iceberg, and one small example of what can be achieved when a group of people get together to encourage, cajole and help each other achieve massive results –

Results that, as individuals alone, they would otherwise take much longer to achieve, that is if they ever achieved them; results to take you beyond ‘achievement’ to ‘success’ and even on to ‘greatness’.

Even mega-successful entrepreneurs and marketers still have their mastermind groups. They may play at a higher level than you can play at right now, but for them the support and encouragement they get from their peers is just as vital.

When we talked earlier about building networks, we were explaining the benefits of meeting people and how that potentially gives you access to all the people they know, and so on. Forming a mastermind group formalises that process, and ensures you keep in contact with at least a certain fixed number of selected people. We’ll talk more about the selection process later, but the important point about being part of a mastermind group is that contact is never lost. It’s no longer as ‘hit and miss’ as networking can be. Plus, these are the people you’ve each chosen to stay in contact with.

Once you’re part of a mastermind group, you have a team of like-minded, positive and talented people on your side, helping you to new levels of success, helping you achieve the greatness that might otherwise have stayed within you, unexplored.

Of course, being in a mastermind group doesn’t prohibit you from networking outside the group and forming all kinds of other alliances. In fact, a supportive

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mastermind group will be encouraging you to do exactly that, and more, as part of the vital process that will help you and your business to grow.

Committed group members will suggest potential joint venture partners, connect you with people you might like to meet, help you find sources of information, helpful resources, and so on. In fact, they'll be networking on your behalf.

All of this, naturally, works both ways. But that's just a part of it.

To better understand why a mastermind group is such a good thing, and so much more than just a talking shop combined with a skills agency, we need to grasp a little basic psychology.

It's a proven fact that each of us is a composite of the five people we spend the most time with. It's also recognised that we can choose who we want to be – that we're *not* just the inevitable result of external events beyond our control. So we can choose how we react to the world, how we perceive it and what place we wish to take in it.

Yes, you are still subject to outside influences. But now we see: you can *choose* your influences. You can decide to spend more time with people whom you find uplifting, encouraging and supportive, and less time, even no time at all, with those you find depressing and negative and who don't understand what you're trying to achieve.

With the best of intentions, your friends and family – however much they love you – may not understand what you're doing or why. They may fear for your wellbeing, feel envious of your freedom (even though they're mostly just as free to choose the same route), or just not believe you're capable.

There have been dozens of studies, thousands of pages written and countless examples observed in our own lives to show that we all feel better in good, positive company. And there have been just as many demonstrating that our physical and mental performance improves by a massive degree when we are uplifted in that way.

So, your mastermind group’s main purpose is to give you that uplift, that support and positive thinking from a group of people who also understand exactly what you’re trying to do, who believe you’re entitled to achieve it, *and who believe – in fact, who **know** – you can do it.*

And joining or forming a networking support group opens up the opportunity for you to emulate the world’s top marketers, to build your list the same way they do and to grow your business at record speed – all at virtually no cost!

Form your own Mastermind Group

Who would you choose to associate with on a regular basis? Why would you choose them?

When you form a mastermind group, it’s important to understand the main purpose of the group, as we’ve just explained. Although we’re all for business being fun – if it’s not fun you might as well have an ordinary job – you must remember it *is* business.

So a group of friends whose company you enjoy and to whom your business is a mystery might be a good thing but it's not enough. Remember, you need to be uplifted and *understood*.

People who do understand what you're doing but whose achievements are (so far) less than your own will not be able to help you to the next level, which is probably beyond their understanding at the moment.

A group with whom you feel comfortable and admired, but who have no interest in seeing you achieve more, won't be sufficiently demanding to make you strive for your best.

Needless to say, people who don't believe you can do it or don't think you *should* do it, or who suggest you're not entitled to massive success, should be avoided at all costs.

Anyone around whom you feel drained, lethargic or downbeat should be avoided, too.

Anyone with no ambition of their own, or completely without self-belief would be a waste of your time.

Your mastermind group, then, should consist of people who:

- Are positive and uplifting, with a 'can do' attitude
- Understand your business, or the needs of your business, at least in general terms
-

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- Have achieved a similar or slightly higher level of success; not necessarily financial success
- Genuinely want to push you all the way to greatness and have you push them
- Have no ‘hidden agenda’ or ‘issues’ that will undermine their desire to see you succeed
- Be the ‘sort of people’ who *you* genuinely want to see achieve great things
- Have a genuine talent to get them there – and persistence does count
- Ideally, have complementary skills to our own

So where do you find such people? Surprisingly, they are all around us. All we need is a way to pick them out.

What we need, perhaps, is a filter, to pick the ‘possibles’ from the rest of the population, and then a process to isolate the likely candidates from all those possibles.

Surprisingly, we already have just the filter we need, and just the process, and you already know them if you’ve read the rest of this ebook!

The filter?

Networking. How many likely candidates do you think will be sitting at home, completely isolated and alone, avoiding meeting people, even online? Not many – a small minority. Anyway, you’ll never find them, so you can discount them until they show themselves. So how many suitable candidates will there

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be actively networking? In our experience, you're likely to find at least a few very strong candidates at every event and on every forum of any size.

So most of your prospective mastermind group members will be networking in the same kinds of places as you. Remember, the MI.7 group members all met at a one-day workshop.

Then how do you isolate the few candidates from all those 'possibles'?

You've guessed it – networking. Talk to people, listen to people, collect business cards, give out your own cards – if you're online look at their websites. Ask them what they do and what issues they face, explain what you do and what you're looking to do next, in the forums if necessary. Get to know people and play it by ear.

Do you understand their business to some degree? Do they seem to grasp yours? Do they seem motivated, upbeat and imaginative? Do you feel the same in their company? You might be made for each other. Are they interested in being part of your group? Do they have the time (not much) to give? Do they grasp the importance of mastermind groups for themselves and for you? What have they achieved (remember, not just financial)? Will it be quite easy to stay in touch – it nearly always is these days.

Do you like them?

There you have your first mastermind group member. Who else do they already know who could bring something to the group? Who else is there at this event, or on this forum, who might be suitable? In practice, anyone wanting to be part of a group will also be looking to meet people like you, so they'll be easy to spot.

Once a nucleus has formed, like-minded people will tend to be drawn to the group. A few less suitable people be attracted, too, but if they're not at your level you must all resist the temptation to let them in – until they're ready they will be a drain on the rest of the group. Once your group is well established and stronger, then you will be able to give a helping hand to others, but not yet.

They will do better with a group that's closer to their level for now, and if they prove you wrong, that's a great result, too.

Should you have a leader?

Almost inevitably, if you embark on a joint project, a project leader will emerge. It's human nature, and from our experience the project will usually be the vision of one person, so they're often the best one to lead it, but always with due respect for the opinions and talents of the rest. Mutual respect is, in fact, one of the principle features of all successful mastermind groups – people of the calibre you'll have sought out will be worthy of your respect.

For the group to perform its main roles, of mutual support, encouragement and understanding, the group members will all be equals, although human dynamics, by definition, can't stay static for long. One member's difficulties might give another member a chance to shine more brightly (in helping to resolve them); two members might form a closer alliance for a particular joint project, and so on.

The point is, everyone can give and everyone can receive, even if it's just a slap on the back or a kick up the backside. Mastermind support is about more than pooling skills.

A mastermind group is a multi-way thing, and you'll be giving help and support as often as you'll be receiving. But it's also quite democratic – and while you will give what you can, you will almost always get the support you need.

And being part of a mastermind group, multiplying your networking efforts, also multiplies your opportunities to follow the gurus' route to quickly growing your opt-in list and launching your business with explosive speed!

To be absolutely certain you have the current version of Networking Nitro, go to <http://www.WellVersed.co.uk/NetworkingNitro.html> and download the latest edition, totally free.

Other Cinnamon Edge Products

Niche Seminar Secrets: How to build a six-figure income in the seminar business. Includes everything from choosing your niche to finding and securing the best speakers, filling seats and selling products – even to people who don't go. This is the system entrepreneurs use to make the *real* money!

Go to <http://www.NicheSeminarSecrets.com>

The Complete Marketing Manual: Over 200 pages of marketing advice, wisdom and techniques. Everything from networking to writing direct mail, emails to testimonials. Online and off, this is an invaluable guide to everything marketing. You can even make money selling the manual!

Get it at <http://www.CompleteMarketingManual.com>

The Life Coaching Manual: Published in conjunction with David Anderson and Pulse Interactive Publishing, this is a complete beginner to advanced professional-level guide to building a business as a life coach. If you know nothing at all about coaching, or if you're already a coach, you'll learn from The Life Coaching Manual. It covers coaching techniques from scratch, explains all about marketing and goes on to explain how to build a six-figure business.

See more at <http://www.theLifeCoachingManual.com>

Plus our free products

21 Ways to boost your business at http://www.cinnamonedge.com/21_ways.pdf

First chapter of the Complete Marketing Manual, free, at
<http://www.cinnamonedge.com/mmgift.pdf>

Sell your house, even in a recession, at <http://www.cinnamonedge.com/sellit.pdf>

Other products are added regularly! Plus...

Our free newsletter, packed with marketing and business advice, with news of loads more free offers and discounts, including more special reports on building your business quickly and easily, at <http://www.cinnamonedge.com>

Thanks for reading this Cinnamon Edge Product!

Now, are you ready to take networking to a whole new level? How would you like a six-figure income - just from attending seminars? Read the astonishing story of how Ray Edwards and Dave (DJ) Bernstein do exactly that, and how you can too, at [Seminar Strategy Secrets](#).

We thought we had networking worked out, until we read Ray and Dave's story! They'll tell you all, at <http://tinyurl.com/5z4n4d>

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