



## **ServeNoMaster 080: How to Double Your Business With Networking**

**Subtitle:** Specific Networking Examples that you can Model

### **Key Takeaways:**

- Networking is not a replacement for the other tasks. It is an accelerator.
- The more contacts you have, the bigger and easier your business will grow.
- Example 1: A scriptwriter who wants to be noticed by a director
  - Find a popular hangout for directors
  - Go there when it's empty and form a relationship with the staff members
  - Go back when it's crowded and let the staff introduce you to other staff and patrons
  - Tip: Always order the SAME drink so that the bartender memorizes it.
  - Increase your perceived value because all the staffs know who you are.
  - When you meet a director: deflect the conversation from the work that you do and form the relationship first with the person
- Separate business with the friendship. Build friendship first.
- Example 2: A worker in a factory who wants to move to management
  - Change your external reputation by hanging out with management. This can be management of other companies.
  - Be in a position to have non-work conversations with the people who can change your destiny.
  - There are a lot of places where you can interact with a manager in a non-expensive setting such as the soccer game of your kids.
  - Target the owner of the factory and not just your immediate boss.
  - Plant little seeds along way, which can be helpful when you need to get promoted.
- Build relationships in a tactical and strategic way.
- Networking can double or triple your income no matter what industry you're in.

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