

NETWORKING BLACKBELT

BY JONATHAN GREEN



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WELCOME TO MY DOJO



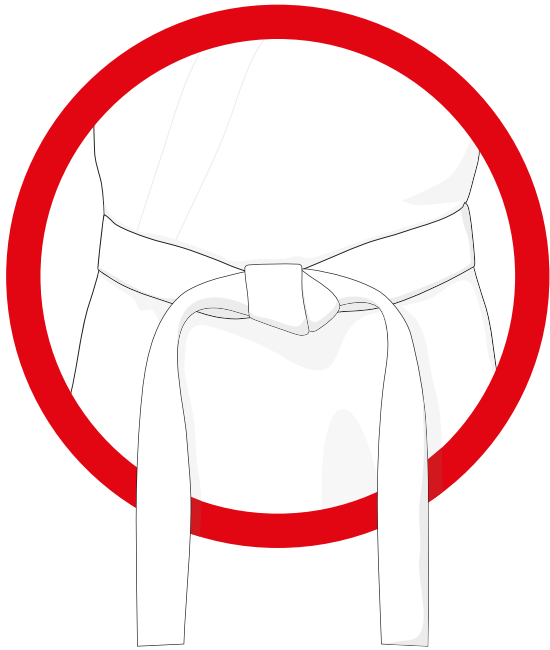
In any business, networking is the key to doubling your income, and this book will delve into the five phases of successful networking. To make things a bit more fun, we're going to use a martial arts analogy to explore networking. If you work through each phase, or belt, in this process, you'll earn your Networking Black Belt in no time.

I'm thrilled that you've decided to pick up this guide. I appreciate the time, effort, and energy it takes to invest in one of my products, and I want to give you the most value possible.

In the following pages, I will give you a simple formula that you can use to increase the effectiveness of your networking. These are the same techniques that I've used to build my business, and I implement them every time I want to advance my career.

When I was 29 years old, I used these techniques to get a job teaching at the 17th-best university in America. If these techniques could get me a job for which I was horribly under-qualified, imagine what they could do for a job for which you're actually qualified.

WHITE BELT: FORM CONNECTIONS



The first phase of networking is talking to people and forming connections.

The first conference I attended was the Traffic & Conversion Summit for content marketing. I still attend this conference every year, and it's where I do most of my networking. I throw a top-secret party, and it's a great opportunity to form connections with the top people in your industry.

I went to this conference for the first time in 2010 without knowing a soul in the room. I sat in the back of a room full of thousands of people, and I watched the five or six people on stage who were giving a talk about SEO (Search Engine Optimization). At the time,

I was running a small SEO business and struggling to bring home a few thousand dollars a month. The people on stage, however, were making hundreds of thousands of dollars a month. I was fascinated by their abilities, and I decided that I would do whatever it took to become friends with them.



Since that first conference, I have worked with every person that was on that stage. One of them launched a product with me, another one helped me find clients, I passed clients to another one of them, and I did some research with another one. Some of them have appeared on my podcasts, gone on trips with me, or helped me grow my business network, but every one of them has done something to further my career.



Here is a quote from one of the people on the stage that night:

Jonathan came on the scene only eighteen months ago, and it seemed like he went from nowhere to pretty much knowing ALL the important movers and shakers.

- Steve Blom, Yada Yada Marketing

He went from having never heard of me to seeing me everywhere just eighteen months later. I was friends with all of his friends, so he wanted to work with me.

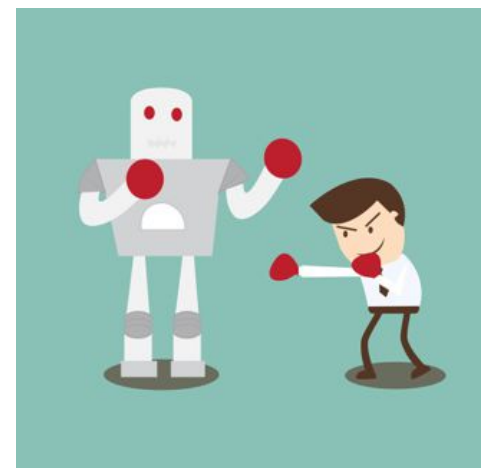
Forming successful connections begins with that moment in which you decide to make something happen, and attending an event where you can network with people is critical to earning your white belt.

A lot of people complain that they never meet business partners, successful people, or even a potential romantic partner. I ask those people where they are going. If a woman attends a women-only gym or never even leaves the house, how can she possibly meet a potential romantic partner?

You have to find places where people you want to meet converge, and that's what earning you white belt is all about. It's deciding to take your first action steps and go where the people you want to meet are going.

With enough tenacity, you can turn seemingly wrong locations into opportunities for victory. When I first started my online business, I attended an event with very few people worth talking to. The rooms were filled with beginners rather than people who were further up the mountain than me, and it seemed like there was nobody there who could help me...

Nonetheless, I didn't give up, and I found a diamond in that rough and formed a connection with someone who eventually became one of my greatest business partners. We've worked together on a lot of projects, and he introduced me to someone else for whom I became an affiliate, meaning that he paid me a commission to help sell his products. From that one introduction, I earned over \$100,000.

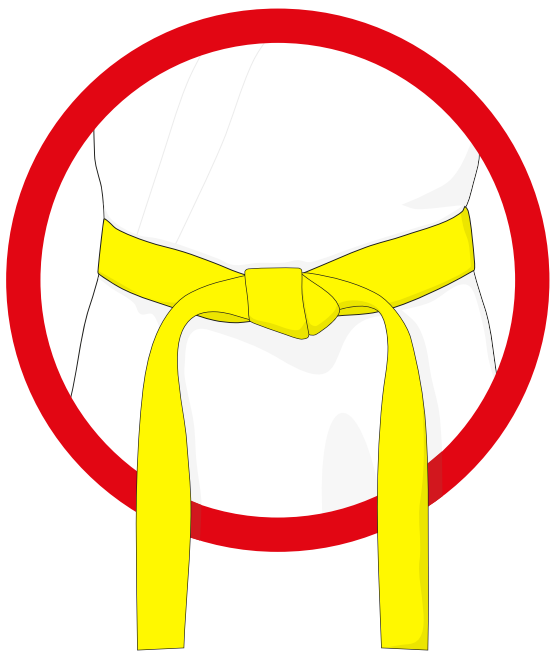


And it all started at an event that I thought was a dud.

Even though these feel like tiny steps, and you might feel like you're spending time at the wrong events and locations, they all add up. Going to the right places, reaching out, and putting in the effort can end in amazing networking opportunities.

In order to earn your white belt, you must decide to improve your life and make more money by connecting with people that are a level above you. Making that conscious decision to be active about improving your lot in life is a powerful first step.

YELLOW BELT: SOCIAL DYNAMICS



In order to earn your yellow belt, you must begin to understand social dynamics. There are three essential elements of this training phase.

The first element is the importance of **friendship**. People do business with those whom they like and trust. With many businesses, including Internet marketing, the more people like and trust you, the easier it is to form those relationships.



The second element is **fun**. Business relationships and friendships are built on the simple principle that people love to have fun. The more fun people have when they're around you, the more they'll like you.

I don't throw money at new relationships because it's not necessary for networking. Using money is actually incredibly ineffective.

We often misunderstand how people perceive value and what they react to. The truth is, people don't care about money nearly as much as you think. I've hung out with billionaires, and I've hung out with people who are living on welfare. They all want the same thing – to have a good time.

If you can give someone a fun experience, it doesn't matter how much you spent on that experience or how rich they are; as long as they're enjoying the moment, you'll be a great success.



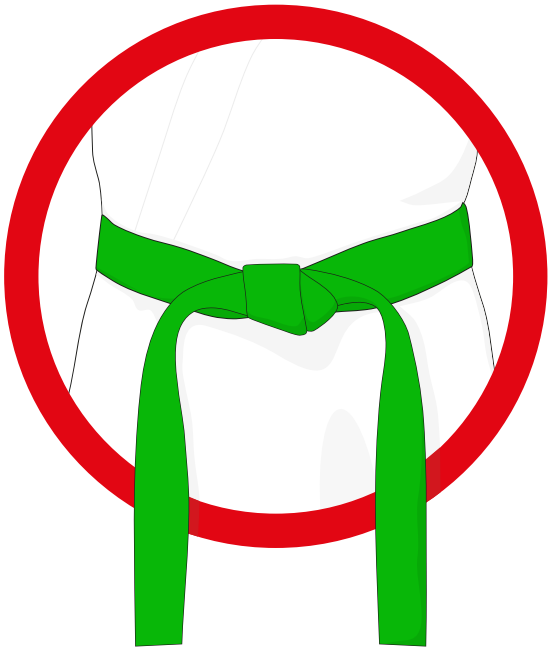
The third element is **favours**. I've talked about this extensively in my other books and throughout my blog.

You can never do too many favours. Favours are a muscle – the more favours you do, the better you'll get at doing them. You must change your mindset and stop worrying about the favours that people owe you. Unless someone borrowed money from you, counting favours in a notebook will end up destroying relationships far too soon.

Sometimes, I'll plant a favour, and the return on that investment won't come back until years later. It could take five months or even five years before a great favour comes back to you. If you can let go of the mindset of counting favours and realize that you must do favours to get better at it, it will be much better for your business.

If you can keep these three elements in mind, you'll be able to cultivate a deep and meaning relationship that will benefit your business, and you will have earned your yellow belt.

GREEN BELT: BUSINESS NETWORKING



Earning your green belt requires a bit more action than the previous belts. You must go to places where you can meet people who can help your business grow, and you must activate the networking mindset.

To earn your green belt, you should have a plan every time you leave the house.

Far too many people spend hundreds or even thousands of dollars to attend networking events, yet they walk through the door with wide eyes and no plan. They show up for the first seminar, say hello to the people sitting around them, put their head down, and start taking notes on the lecture.

For amateurs, the event “starts” the moment the first speaker steps on stage.

Even if they arrived a night early, watched a movie, went to a restaurant, or had a drink in the bar, the event for them starts at the beginning of the first lecture when the schedule says it starts. They have no plan and no strategy, and they get a very limited effect for all of their effort.

The more strategically you plan, the more likely you are to succeed. Imagine two people in a mixed martial arts fight. One has a strategy, and the other plans to just wing it. Who do you think is going to win? The guy who studied, watched videos, and practiced, or the guy has no plan and doesn't really care?



Business is competitive. If you think it's not, you're going to struggle. Of course, there are very strong cooperative elements to any successful business, but not everybody can be rich. If everyone made the same amount of money, you'd have total equality, and there would be no income disparity. It would be great to live in such a utopian world, but it's not reality. In our capitalistic society, some people succeed, and others fail.

Ninety-nine percent of the people who attend networking conferences with me are out of business within a year. They go to these conferences with no plan and no strategy, and they wonder why they didn't make any connections. They depend upon serendipity, which only exists in romcoms. I don't believe in serendipity, and I don't believe in luck; I believe in taking action.

You must plan in advance what you're going to do and how you're going to approach this event, whether it be a conference, a golf club, a country club, or a bar where your boss and his friends hang out. Regardless of the location, you must go in with a mindset. You're there for a purpose, and you need to act like you have value. Don't act like you're nothing, and don't act like you're a beginner.

This is easily the most important part of this guide. Whether you are looking to find a mentor, a best friend, or a romantic partner, there are TWO critical lessons for any social interaction.

1. The person who prepares always reaps the rewards.

If possible, I always arrive at events one day early. I grab my access badge as soon as the table opens, and I begin chatting up the workers to find out the inside scoop. During this time, I study pictures of the speakers that I want to see to make sure that I can recognize them when they arrive. It's so much easier to approach an event speaker BEFORE they step on stage when you're the only person who recognizes them.

2. Networking is a full-contact sport.

You have to get in close and sweat a little if you want to make things happen and meet someone amazing. You don't have to tackle people to the ground to meet them; you just have to get in close enough to capture their undivided attention. Bravery is a powerful tool, so don't be afraid to share with them the things that make you great.



I meet far too many people who tell me that they are complete beginners who don't know what they're doing and who have nothing to offer. That's brutal because they're murdering any possibility of us forming a business connection. When someone tells me that they have nothing to offer me, I already know we'll never succeed together.

I've worked with more than 50,000 relationship clients, and I cringe when I hear someone say, "I don't know why you chose me." That person has just killed their own relationship because they lack confidence. They think that there is someone better than them, and they vocalize that insecurity in a way that ends the relationship.

High-value people don't terminate the relationship; low-value people do. If you tell people with whom you're trying to establish a networking connection that you don't have anything to offer, everyone will say NO. You need to focus on the skills that you're good at and bring your confidence from that place.

My expertise is online content. For me, those are not valuable skills because I know how to do them. What's useful for me are the experts in industries about which I know nothing. While my skills might not seem valuable to me, they would certainly be valuable to someone who doesn't know how to blog, ghostwrite, or format amazing books and guides like this one.

Assuming that you have no value will destroy you. Instead, act like you've got something worth people's time and create a perception.

All Warfare is Based on Perception.



This is my modification of the Sun Tzu quote, "All warfare is based on deception."

In my blog post series, **Power Networking**, I explain how I create the perception that I am successful. At every event I go to, people see me surrounded by successful people, female models, and bodyguards, and they automatically assume that I am a superstar. There are less extreme ways to create this perception, but these small steps make a monumental difference.

If you act how people expect successful people to act, they will assume that you are successful.

Effective time management is a critical networking skill. You have a limited timeframe at an event, so don't spend all of your time talking to beginners. You may form a network of people at the same level as you and talk about forming the ultimate mastermind and supporting each other, but most of them will fail within the first year. If nine of the ten people you form connections with are out of business by the time the next event rolls around, the odds of you finding success will be dramatically limited.

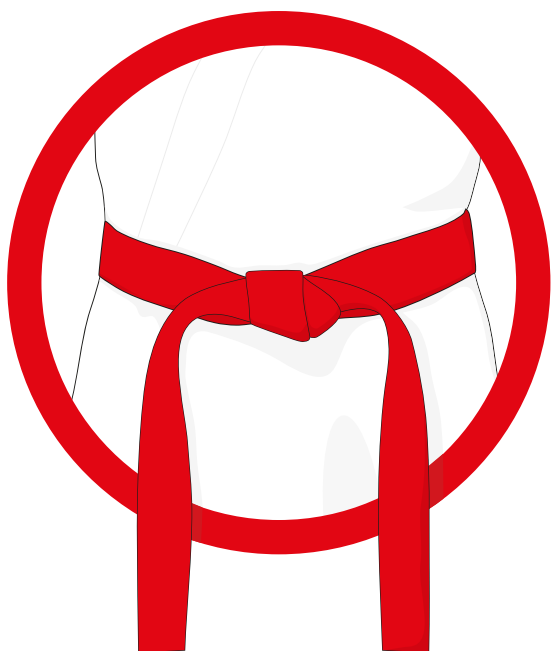
When you return to the event the next year, it will feel like you have to start over again, as nobody you met the previous year could afford to come back.

Instead of looking for people who are as desperate to form connections as you are, focus on the people who are more successful than you. Every person with whom I form a connection is higher up the tree than I am. I always try to find people who make more money than I do, who know how to drive traffic in ways that I don't, and who can help my business grow. These are the people who have great value to add to my network.

I only spend a few days a year at conferences, so I have to be extremely efficient in how I network.

When you're building your business connections, focus on demonstrating your value, focus on connecting with the right people, and make sure that you have a strategy before you go in. When you follow these steps, you are ready to put on your green belt.

RED BELT: MAKING CONTACT



Now that we have a strategy and an idea for what we want to accomplish, it's time to implement.

Whenever you want to meet someone, especially if you have a specific target, you should buy one of their products or coaching programs and leave them a positive review. You can even email them about the review you've left them to make sure that you are on their radar.

I get plenty of emails from people saying that they've left me a review and asking me what I thought. Leaving a review of my products on Amazon or iTunes means so much to me. That's a great deal of value, and the people who send me an email about their review get the best responses from me.

My replies to those emails are far longer than my replies to people who just ask me questions without offering value first.

INSIDER SECRET: I forward the best emails I get to my father. Even though I've received thousands of these emails, it makes me FEEL AMAZING. That's the ultimate value. If you make people feel good, they will want to help you.

Some fantastic people go the extra mile and record a video interview, draw a picture of my product, or post a photo of them holding my book. When people go that extra mile, they really capture my attention.

This strategy works on everyone, not just me. When someone sees that you've put effort into buying and reviewing their product, that makes them feel special. They know that you're not just pretending, and they know that you genuinely want to meet them. When you are someone's customer, they treat you differently than when you're a stranger. This is a great strategy to move up the chain.

When you go to a conference, walk up to someone you admire and say, "I'm a huge fan of what you do. Can I buy you a drink?" Most people really appreciate that, and most people would say yes; I certainly do.



This is a great way to make contact because you've given value instead of bombarding them with questions or telling them that their product didn't work. People hate that, and complaining is how you distance yourself from someone. No one wants to deal with that when they're meeting someone; that's why people have customer service processes.

I recently had a customer refund one of my products, and he mentioned in his refund request that we are going to meet at a conference and hang out one day. How do you think I felt about that?

When you meet someone in person, you want to make them feel good by giving them positivity and offering something. There are plenty of ways in which you can give value. You can share resources, knowledge, or access; introduce them to your friend who owns a nightclub or your friend who can get them a free upgrade on their hotel room; or offer to be the designated driver when people are going to and from events. Being the designated driver is so valuable because you have a captive audience for at least a few minutes.

Whatever you decide to offer, make sure that you can give people value. That is the easiest way to get people interested in speaking with you.

BLACK BELT: TURNING CONNECTIONS INTO PROFIT



To earn your black belt, you must turn these relationships and connections into money by sharing your skills.

If you don't tell people what you're good at, they'll never know to hire you for your skills. I am always looking for graphic designers, copywriters, and writers. Whenever I have an opportunity to hire someone, I go through a list of people I know with the right skills, and I reach out to them before I post an ad anywhere.

If you want amazing opportunities to come your way, you have to share your skills with people. No one is going to guess what your skills are, no one is going to read your LinkedIn profile, and no one is going to read your resume. You have to **tell** them what you're good at.

I tell everyone that I'm an amazing product creator, copywriter, and webinar author. I want people to know what I'm good at so that they will think of me when they have a job opportunity.

PRO TIP: It's not bragging to tell people what you are actually good at.

You should not only tell people about your skills, but you should also tell people when you're looking for a job. I always put the word out when I'm looking to work on a new project.

I was recently working on a project for a client who canceled it halfway through. Unexpectedly, I had a huge opening in my calendar and needed some extra money. I reached out to my network of my contacts to let them know that I had an opening, and I asked them if they or someone they knew needed my skills.



As an outside observer, does it sound desperate when an expert lets you know that they have an opening in their calendar?

This isn't desperation; it is simply putting the word out that I had a small opening in my schedule. My schedule closes up pretty quickly, I wanted to fill that window, and I let people know. The next day, one of my contacts paid a large amount of money to lock me down for an amazing project.

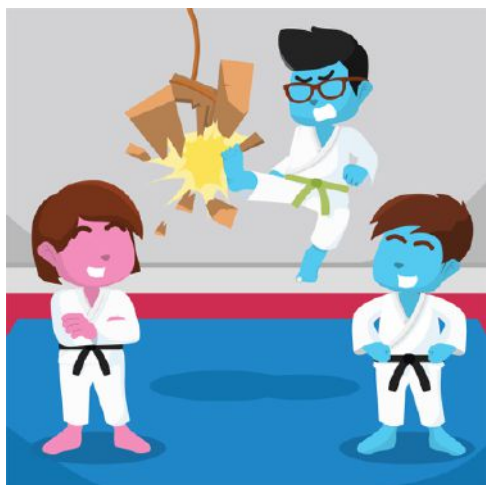
I'm very excited about this project, and all I did was put the word out about the opening in my schedule. That person already knew what I was good at because I'd told other people, so they knew to contact me when they had a project that fit my skill set. Everyone who meets me knows what I'm good at and what I'm not.

This is a very simple and effective strategy that far too many networkers fail to take advantage of. They hide what they have to offer because they don't want to seem desperate or boastful, but those false fears are caused by insecurity. Let go of these insecurities, and you'll easily snag your black belt.

All you have to do is tell people your skills and drop hints when you're looking for something to do. If you're tired of working on the factory floor and you want to switch to management, just ask people to let you know when they hear of any opportunities. It's not a hard push, and you're not demanding a favor. You're simply putting out feelers, and people tend to respond more positively to soft asks such as these.

When you can comfortably plant these seeds with strangers and existing contacts, you will have earned your black belt.

BOARD BREAKING: INSTANT ACTION STEPS



We've now covered the five "belts" to successful networking. As a special bonus and with all the excitement of a board-breaking demonstration, I want to give you a couple of powerful action steps that you can take right now to capture someone's attention. You can take these steps with me or any other person in your industry with whom you want to connect.

The first step is to find one of their products and leave a review on Amazon that's better than any other review. Amazon searches reviews by quality, and the really solid

reviews are about three paragraphs, or 500 to 600 words. If you write a solid review of this length, Amazon will put you at the top of the review page, and you're going to get a lot more attention than if you write a two-sentence review.

If you write a review that says, "Good book," I'll thank you, and it will be the end of the interaction. However, if you write three paragraphs that detail how my book has changed your life, you'll get more attention from me, as well as from other reviewers.

PRO TIP: Amazon ranks reviews that have pictures or videos higher than text-only reviews. If you want to rank among the top reviews for a product, add whichever option you see the least in the existing reviews. While Serve No Master has loads of video reviews, there is only ONE image review, and it has stayed at the top of the review page for YEARS.

If the product is not on Amazon, you could even write a great product review on your blog or upload a video review to YouTube. Video reviews are worth ten times more than a text review. Only a few people have recorded a video review for me in the last six months. It doesn't happen often, so shooting a video review will boost you to the top of my radar.

Once you write or record your review, the next step is to gain traction. Share your review on social media to get a few views, favorites, and comments.

After a few people have seen your review, send it to the product creator and let them know that people have seen your review. This is a step that almost nobody takes, so it will instantly push you ahead of the entire pack.

This simple review technique is an easy way to get someone to appreciate you and respond to you. You don't have to do this with me, although a review of this free guide would definitely get me to perk my ears; this is a strategy that you can use with anyone with whom you want to connect.

In a nutshell, if you want to connect with someone who is more successful than you in your industry, make a nice review of their product, get some social media traction, and share it with them. They'll see that your review has received multiple views, likes, and comments, and they'll be very impressed.



If you have a turbocharged, super-review, they might even end up quoting you on their website or having you as a guest on their podcast. This is the start of a valuable two-way street.

By taking action, you'll get on their radar, and you could end up having a great relationship.

There you have it – the five phases of networking plus three bonus Instant Board-Breaking Action Steps to effectively network right now and earn more money.

TAKE YOUR BLACK BELT TO THE NEXT LEVEL

You've done a great job making it to the end of this guide. Although THIS training is complete, a black belt is only the beginning of the journey. There are NINE black belt levels, and working your way to the top is the journey of a lifetime.

While mastering networking won't take quite that long, you still have so much more to learn, my young Padawan.

Normally, the Networking Blueprint is \$47, but I like to reward action takers. You've read this guide to the end, so I've slashed this epic training to the BONE just for you. You can now acquire the Networking Blueprint for just \$7 if you click the link below.



NETWORKING BLUEPRINT

BUILD YOUR NETWORK FOR JUST \$7

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