



Conversation on Networking

Are you ready for the New Year?

December 2007

Greetings,

Another year has flown by. It's hard to believe. Here we are again in the maelstrom of the holiday season---dragged hither and yon by family and friends and business associates. Not to mention all those incredibly enticing advertisements for things most of us really don't need. (we can't resist slipping in our own little ad for something you all really DO need: [The Book](#). And of course the [magnetic nametag](#)). As a matter of fact, we're not even sure anyone will read this issue since it will drop into your inbox in the midst of all this chaos and sensory overload.

But if you are one of our most dedicated readers, and decide to take a break from everything else, and spend a few minutes with us, first of all, thank you very much (You might want to pull up last month's issue and do some research on this sentence). Second--and much more important---to counter the effects of the fourth sentence in the first paragraph, we encourage you to sit down, relax, clear your mind, and take a deep breath. And take another one.

Now you're ready to think about whether you really need all that stuff, and if the people you were going to give that other stuff to really need it. Of course, we all know none of us need it so here's our holiday suggestion: take your money and time and find someone or some organization that really does need your help and support. And you know what to do now.

Have Kay and Steve Lost Their Minds? We know that some of you are wondering what that has to do with networking and developing great relationships. On the other hand, many of you, are most perspicacious readers, know that usually there is some method to our madness. Yup, there is here too.

In the first place, we're really nice people who think that everyone should help out those less fortunate. We figure most everyone perusing these words is a nice person with plenty of stuff who already has bulging closets. In the second place, it's an opportunity for you to really think about meeting some people way outside your normal range of acquaintances. It's a chance to help improve the world while learning some new things and meeting some new people. A chance to listen to new stories, to meet people you probably never talk to, to go places you never go. It's a twofer---saving space in your closet while networking away to new horizons.

Now notice, we're not talking about just sending a check---or clicking away on your computer. We're talking about getting off your butt and actually going out and meeting people. Really, really leaving your comfort zone. So go and discover the power of Networking For The Improvement Of Humanity. Of course, report back so we can share your story of enlightenment.

Right Brain Not Connected to Left Brain: We are not going to share with you who asked this question in our quest to protect the terminally embarrassed, but you know who you are Ed. We actually received a call from someone (could it be that aforementioned Ed?) asking why he was no longer getting this most useful tip sheet. So Kay, being much more technologically competent than Steve, looked into the guts of our newsletter system and found a report that showed-----he had opted out!

That's right, his finger had hit that little button at the end which says something like "I hate meeting people and expanding my horizons so please never let your words darken my inbox again." So if any of you reading this aren't receiving it anymore, perhaps you also need to get your brain working in concert with your fingers---re-enlist. By the way, to those of you looking for deep meaning in this little story, we just thought the holiday season deserved something light and humorous. But if you happen to have a great moral to send us, you know we love to get mail.

Gee, It Does Work: We're always telling people that the way you develop great relationships and have good things happen is to just get out there and help people. Talk to them, send them things, stay in touch, share interesting thoughts and ideas, send them things. Did we mention send them things?

Steve happened to see a picture and nice article extensively quoting Josh Slavitt, a most excellent intellectual property attorney with Synnestvedt & Lechner (aside: call them and a nice lady answers saying, Synnestvedt & Lechner. We hear her tongue hurts by the end of the day). So Steve, following something Kay once said, dutifully cut it out, stuffed it into a nice little card with a funny note, and mailed it off to Josh.

Josh, not understanding about cards, responded with an e-mail which said "The genesis of the article was my sending the reporter an email alerting him of the injunction that blocked the rules from going into effect. An anecdote of shameless self-promotion." (When you read this you can tell Josh is a lawyer can't you? Keep this in mind for later in this little missive.)

We love this story. Introduce yourself or stay in touch by helping someone out, sending them something useful to them, sharing information, and they just might put you in the newspaper too. And as for that last sentence, it's not "shameless self-promotion". It's a normal and wonderful way of developing and deepening relationships. You're helping someone out with useful information they might not have been aware of. And if it happens to lead to some good publicity, well, what the heck.

Request For Cash: Dan Wallace, a reliable peruser of these pages, was rummaging around in his office the other day and found this note that his son David wrote when he was seven. He thought our humor deprived readers might enjoy it so we print it unedited:

"Dear toof fary I lost a tooh at school during lunch today (or think I did anyway), I was wondering if I still get credit. love, david"

Is this great or what? Exactly as young David wrote it. Don't you just love the way it morphs into perfect English when he gets to the important part, the request for cash. It got us thinking about how all of us modify and change our language in different situations--and that this will have quite different affects on whoever we're talking with. So we have a Homework Assignment for you:

Homework: Pay attention to how you modify your language and tone of voice when you talk to different people. Children, waiters, bosses, executive assistants, customers, telemarketers, significant others, subordinates, friends, enemies, in-laws, parents, business prospects, and your children. Listen and watch carefully as you notice what you say and how it affects the other person.

And for the most difficult part of this homework, try and use boss language and tone with subordinates or friend language and tone with waiters, or business prospect language and tone with executive assistants. You probably don't want to try using enemy language and tone with customers or children language and tone with business prospects. But maybe you do.

Homework Extra Credit: See if you can notice how the language and tone you use changes your physical state.

Professor Albert Mehrabian Speaks: He's a psychology professor at the University of California Los Angeles who has quantified how important your voice is. He says that when we are deciding whether we like the person delivering a message, tone of voice accounts for 38% of our opinion, body language for 55%, and the actual words for just 7%.

We have no idea how he did this research---and do wonder about such precise percentages---but he claims this is what his studies have shown. Puts that homework you just did in a whole new light. And think about the tone of Josh's note to us---if you didn't keep his words in mind as we suggested, feel free to go back and read them again.

Of course, as people dedicated to improving you abilities to connect with people, you did do the homework, didn't you? We hate to berate you about this, but it's an important point. We've mentioned many times that it doesn't work if you don't practice. What's "it"? Most anything. But especially improving your ability to be a most excellent networker and developer of fantastic relationships. So if you thought we weren't looking---we see you hiding in the back row---go back and really do the homework. You'll be amazed what a difference it will make in how you speak to and connect with not only new people you meet but also people you see every day.

Quote of the Newsletter: You can judge your age by the amount of pain you feel when you come in contact with a new idea. John Nuveen, Jr (1896-1968) business leader

Break On Through: We often get asked how we manage to initiate contact with so many people. We share our secret but no one believes us since it just seems too simple. And because they think they'll become a pest. We've noticed that if it shows up in print it somehow becomes true so we figured we'd mention this here to give it substance.

Kay has several phone lines, numerous e-mail addresses, a cell phone, a PDA, and even gets mail via the Post Office. And she travels quite a bit, meaning: constantly. Notice that she's operating under information overload, lack of time, and sleep deprivation. The horrible thing is, she's not unique. Many, many people share her information burden.

When we get asked that question about initiating contact, we first ask our own question.

How many times do you call and leave a message before ending your attempt? Calling can include e-mailing although we think that calling is often the better way to go since you can leave much more interesting messages and use your tone of voice. Gee, didn't we just read something about tone of voice?

And notice that we just said "leave a message". We are constantly amazed by how many people don't leave messages. How do you expect them to know you want to reach them if you don't leave a message? We've run into people who tell us they're psychics but we don't think you can count on whoever you're trying to reach to be one of them. Unless you're calling the Psychic Hotline, of course. So leave a message.

And then we're even more amazed by the number of people who say they leave two or three messages and then give up. Go back and read about Kay. Does anyone out there think that two or three messages are going to catch Kay's attention, especially from someone she doesn't know who is trying to contact her for the first time. Leave lots of messages. Lots and lots. At least a dozen or so. If they're not responding anyway, what's the difference if you become a pest?

So what does Kay's main message say? "If you are trying to sell me something don't leave me a message-send me an email about why I should talk to you." Interestingly, Kay was getting 10 to 12 unsolicited calls a day but now with her new voicemail she gets 1 or 2 emails a week. What happened to the other vendors?

Final Thoughts: Happy New Year. We wish you all a fun, engaging, entertaining, enthusiastic, successful, healthy time connecting with people all over the place. And we look forward to hearing all about it.

Tip of the Newsletter: It's all important---words, tone, posture

Homework Tip: You don't improve if you don't practice

Medical Tip: Keep your brain connected

Advice For the New Year: Have Fun----and don't forget to write



Sherry Kay Keenan