Marsha Shandur

Yes Yes Marsha

YesYesMarsha.com

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Today, you'll discover

- Exactly what to say to people in *any* networking situation, including:
- How to start up conversations with people at events (scripts)
- How to actually ENJOY conferences and networking events
- The best, easiest and most fun (yes, *ACTUAL* fun) ways to build relationships within your industry

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How to remember names, and other facts about new people

1. Ask them, "Sorry, what was your name, again?"
2. Create a strong visual image:
   (a) Who do I know with the same name?
   (b) What else does their name sound like?
3. Ask a vacuous question, like:
   - how did you get here?
   - how do you know X?
4. Use their name at least once
5. Revise

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Why this is great

1. It makes you look (and feel) like a winner
2. It makes further contact easier
(because you remember who you said to whom)
3. It's charm by STEALTH

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How do you really feel about **networking**?

Writing exercise.

5 minutes of writing without stopping, on how you feel about networking.

If you can't think of anything to say, just write:
"I can't think of anything to say, I can't think of anything to say, I can't think of…"

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Talking to people that you like about things you're both interested in

- **Actually talk to people other than your mates**
- **Follow up over email**
- **Add value – long before you ask for anything**

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IMPORTANT POINT:

Networking is a Long Term Relationship…

…not a one night stand

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GOALS

Why are you at this event?

General networking? Or specific people?

Have a conversation that lasts at least three sentences each, with at least three people

Also: if by 9pm I'm not having fun, I'm allowed to go

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Everyone is scared.

"Brave" people are too.

The only difference between you and them is….

"brave" people just suck it up.

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Olivia Joules and the Overactive Imagination

No one is thinking about me.

Everyone's thinking about themselves,

just like I am right now

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CLOTHES

- Wear Clothes you're comfortable in!

(though maybe not a slanket)

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Fight or Flight

- When you're nervous, your body thinks a sabre tooth tiger is charging towards you
  (it doesn't know the difference between your current situation and the tiger one)
- It pumps the blood away from your brain, and into your limbs, so you can fight it or run away
- To combat this, put your hand on your heart and take five deep breaths. Or – see next slide!

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AMY CUDDY TED TALK

- **Your body language can change your brain chemistry**
- **Spend two minutes in a power pose (arms in the air; hands on hips and shoulders square; or anything that makes you physically BIG)**
- **Fake it until you BECOME it!**

Tricks to make meeting people easier

1. Get there early
2. Any QUEUE is your friend
   - pass a plate
3. Be near the food/coffee table

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SMILE

- Makes you more relaxed
- Makes you more approachable
- Makes you HAPPIER!

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Why eye contact is important

- Shows you're open to chatting
- Makes people feel AMAZING
- Keeps you focused

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When you're at a networking event / conference / somewhere you're EXPECTED to meet you new people, THIS is an ok opening sentence:

Hi, I'm [name]

What's your name?

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Another good opener:

Give someone a compliment

on something they're wearing, or a question they asked or a speech they gave.

Compliment is NOT embarrassment!

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RESEARCH

- **Speakers**
- **Other attendees**

(5 mins per person; 30 minutes = 6 people)

- **Venue**
- **Local area (facts, good bars/restaurants)**
- **More ideas?**

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WHOM TO APPROACH

Ask yourself: "Do they have to dramatically change their physicality in order to include me?"

If not – go ahead!

Remember – sometimes people will gather together for safety in numbers!

To join a group: Start with eye contact and listening, then ask questions, *then* you can offer your opinion

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SELLING YOURSELF

Don't do it!

Don't just talk about how great you are – instead, make the conversation about THEM

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QUESTIONS

- Great conversation starters
- Mean you don't have to do much talking
- Make people feel amazing
- Give you facts about someone,

  which can help you introduce them to others

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How to ask questions… and how ***not*** to

- Listen to the answer!
- Ask open-ended questions (vs yes/no)
- Ask a good follow up question

  Good = leads to a positive response

  Eg – "What do you like most about it?"

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How to ask questions… and how *not* to

- Rather than "Why" try "How" or "What"

e.g.
"Why did you leave your previous job?"

➔ "How did you end up working in this field?"

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How to answer, "What do you do?" Questions to ask yourself

(1) What is your goal when answering this?

(2) Sometimes, it's ok to bend the truth

(3) What do you DO?

(4) What problem do you solve?

"I help [demographic] [achieve goal] by [how you help them do this]"

(5) STORY (real or theoretical)

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Marsha's Favourite Question:

"How's your week going?"

"What's been the best part?"

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- You can usually get a pretty good idea of what someone does – *without* having to ask,
  "What do you do?"
- People can answer with as much or little depth as they like
- Creates a sense of **INTIMACY**

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- It gets people talking about something they're **PASSIONATE** about
  - ➔ makes them feel great
    (➔ makes them feel great about **you**)
  - ➔MORE FUN FOR YOU

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- More likely to land on common touch points
- You can gather information to ADD VALUE

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How to get out of an awkward conversation

YesYesMarsha.com/awkward

- Look them square in the eyes, smile warmly, and say,

"It was *lovely* to meet you"

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The cornerstone of great networking:

THE "NICE TO MEET YOU" EMAIL

Long term relationship, NOT a one night stand!

Means you DON'T have to build the entire relationship in the first meeting.

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BASIC "Nice to Meet You" template

Dear [name],

It was lovely to meet you at [event]. [Reference to conversation. If none, reference to the event].

[ADD VALUE if you feel moved to]

Hope you had a great time for the rest of the [event/weekend/day],

[Your name]
[Your email address]
[Your phone number]
[Your website/LinkedIn page – If you have one]

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Breaking It Down:

Dear [name],

It was lovely to meet you at [event]. [Reference to conversation. If none, reference to the event].

Put yourself in context.

Make it easy for THEM.

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Breaking It Down:

[ADD VALUE if you feel moved to]

If you do, tells them:
- I am a helpful person
- I am a reliable person
- I am in the know

PLUS - makes them feel moved to reciprocate

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Breaking It Down:

[ADD VALUE if you feel moved to]

Ways to add value:
- Thank them for something
- Send them an article they'll find interesting
- Offer an intro to someone (NEVER unsolicited)

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Breaking It Down:

Hope you had a great time at the rest of the conference,

End the email on a positive note.

This is SMILING through your email.

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Breaking It Down:

[Your name]
[Your email address]
[Your phone number]
[Your website/LinkedIn page
- IF IT'S UP TO DATE]

- Make it EASY for them to contact you

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SUBJECT LINES

Subject: [factual relevance] / [mystery]

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FACTUAL RELEVANCE

- The event you met them at
- The person you have in common
- The thing you're emailing them to praise/ add value around

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MYSTERY

Anything that will compel them to open the email
- as long as it's loosely tied to the email content.

- Reference to your conversation with them
- Reference to the mutual friend
- How the thing you're praising them on made you feel

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"EVERYBODY loves

- a little fun
- a little curiosity
- a little suspense

Those are *human triggers* that we have in our minds.

Most of us lead pretty mundane lives and we have a little stress from time to time. So if anything comes in that's remotely bright or different or interesting…

…**We Pay Attention**!

Remember: all people are **PEOPLE**!"

- Marie Forleo, www.marieforleo.com

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SUBJECT LINES

Subject: [factual relevance] / [mystery]

Examples:

Brock Networking Workshop / Curtains

Anna's colleague / floating on a bed of joy

Star article / you gave me a whole new attitude to public garden design

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How to find email addresses, without their business card

- Google
- Check twitter, facebook, LinkedIn bio's (if public)
- Guess firstname.surname@company.com; info@company.com – with Rapportive (gmail & Google Apps Mail)
- Call their workplace's reception and ask

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Keep yourself in their mind.

"It's not what you know, it's who you know"

RATHER

"It's not who you know, it's who has your name in the front of their brain at any one time"

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How do you do this?

- If it's someone important, put regular (every 1-2 months) reminders to email them in your diary.
- When the time comes, find a way to ADD VALUE to them.
- Eg an article; praise – any of the ways we've discussed.
- Do it as a "reply all" to the first email you sent – or as a reply to the last email they sent you – then change the subject line to be relevant to this new email.

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How would that look?

Hi John,

I saw the article you posted on suchandsuchwebsite.com. Really loved your take on the latest budget. I'm going to start keeping a closer eye on my rent!

[you could add an update here – "since we last spoke, I/my department has been…"].

Hope you're well,

Andy

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Maybe they'll respond, maybe they won't.

If you haven't asked for anything, you don't *need* a response – you're just reminding them of your existence.

Then, when you DO want to ask them for something, you will be

(a) memorable
(b) seen as someone who has *already* added value to them

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Non-email Methods of Adding Value

Social Network sites:
Like. Comment. Share. ENGAGE.

- **Facebook** – if have public page, or company page, or public posts.
- **LinkedIn** – now works the same as Facebook in terms of these things.

PLUS you can add people you barely/don't know on LinkedIn, and no one thinks it's creepy.

- **Twitter**. Don't press "Retweet" button
  Retype, and ADD VALUE. Ideally to them.
- **Periscope**. Share, comment, heart.

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BLOGS

(including podcasts)

When someone comments on your blog, it feels like a ray of sunshine just entered your heart.

Be specific - not just "great blog!"
(though that's better than nothing)

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Getting Cups Of Coffee With People

- You might learn something
- They can have a gut reaction to you
- They'll remember you better
- They'll like you more (Festinger, 1950)
- They need to justify why they spent this 20 minutes of their precious time with you
  ➔ more likely to be inspired to help you
- People LIKE to help other people!

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Coffee / Skype Email

Dear [name],

It was lovely to meet you at [event]. [Reference to conversation. If none, reference to the event].

You can also use this template for contacting people you haven't met before. Include:

- who suggested you email them
- what it is you're writing to them about

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Breaking It Down:

[ADD VALUE, ideally having researched them some more]

You're asking for something from them
-so go above and beyond

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Breaking It Down:

Do you have 20 minutes free sometime in the next few weeks,
- Why 20?
when I could buy you a coffee
- ALWAYS offer to pay
and ask you about [specific topic or question]?
- NEVER say "pick your brains"
- Specific question: gives them the chance to downgrade to a phonecall, or even email response.

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Breaking It Down:

I appreciate that you're a busy person, so I'll gladly meet when and where is most convenient for you.

Respectful without being overly apologetic.

Will make you stand out.

How's Thursday after 6 or Friday before 12?

Wide/Narrow technique

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Breaking It Down:

If you have two mins to hit reply and let me know, that would be fantastic.

All the best,

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If no response - nudging emails

- Re-iterate: if sending a second email:
  do it as a "reply all" to the first email you sent – or as a reply to the last email they sent you – then change the subject line to be relevant to this new email.
- If you get no response – you can prod up to FIVE times.
  - BUT no more often than every 10-14 days.
  - Always do it as a reply-all to the first message, then keep it brief.

Hi Andy,

Just wondering whether you've had a moment to look at the below.

Thanks and all the best!

Alex

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If you DO have a cup of tea with someone – IMPORTANT RULES:

- RESEARCH THEM
  - better, deeper questions
  - not wasting their time – *or yours* – asking what you can learn from Google
  - accelerates familiarity
- **DON'T** be late, or mess them around when booking the time
- Switch your phone onto silent

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If you DO have a cup of tea with someone – IMPORTANT RULES:

- Try and mention an article/film/book, that you can then send them the link to
  - excuse for follow up
  - shows reliability → builds trust
  - positions you again as someone who ADDS VALUE
- AFTERWARDS: **THANK THEM**

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ÜBER-CLASSY MOVE:

Send a hand-written thank you note

ALSO send an email

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Two More Very Important Points

1. Network with EACH OTHER

Don't assume that because someone isn't senior to you, they're not a good person to have in your network

- you never know who's friends with whom
- you never know where someone will end up
- you're MUCH more likely to get help and favours from someone who can more easily remember the position you're in!

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If you're good at what you do, and nice:

It's your RESPONSIBILITY to network!

So that capable YOU gets the job, instead of someone who isn't.

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Talking to people that you like about things you're both interested in

- Actually talk to people other than your mates
- Follow up over email
- Add value – long before you ask for anything

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