

## It's NOT Who You Know...

Thoughts from Sandye Linnetz, Systems Goddess, Process Prodigy

Welcome to Myth Busters Business 101. Because you're a businessperson, it's safe to assume that you have heard – and reheard -the old adage, “It's not WHAT you know, it's WHO you know”. This, of course, implies that the sum total of your education, knowledge, information and insight have far less value for your success than the collection of people you have met, the people you know and the people who are known by the people you know. You bought that, didn't you? Hmmm, perhaps it's time to reexamine that idea and rock your world.

Try this one on...It's not What you know OR Who you know that really matters... IT'S WHO KNOWS YOU!!!

Networking is one of your most valuable tools IF you use it effectively. Collecting other people's business cards is not what it's about, and neither is it about passing out your business cards... It's all about connecting. Seriously, consider how often you have you dis-carded business cards after a seminar or networking event. Either you didn't remember whom the card was from or you didn't make any “connection” to the person that you deemed “valuable” or worthwhile to you and your business. Maybe you even kept the card and added that person to your contact list... and then put them into that nebulous group called, “maybe – but not likely of value”. Regardless, the contact is just another name on your list. Good thing you don't pay by the address when you send out your email newsletter.

### I HOPE THAT NEVER HAPPENS TO ME

You don't want to be just “another name” on someone's list, do you? Of course not! If you're using your valuable time to go out there networking, then, we can assume that you want to make a real connection... not just trade business cards.

How do you make a real connection and create value when you meet someone new? Well, if you wanted to make a new friend how would you approach it? First all, you'd be interested ...in finding out all about that new person, in discovering if and how you are already connected and by looking for interests that you have in common. You'd want to find out what they value and what they want.

Then you'd want to figure out how to stay in touch, wouldn't you? Time to exchange contact information. And you'd put that information somewhere special and accessible. You wouldn't risk losing the contact.

### BE MEMORABLE

Oh, no, what will you do so that your new friends remember who you are? It may be as simple as physical contact... relax, we are talking about a handshake or touch on the arm. Sometimes it's enough to simply look the person in the eyes when you talk.

In addition to being interested, be interesting. Let these new people know that you have something of value for them. Share your values and goals and the possibility of how yours and theirs fit together.

And you'd follow up, wouldn't you? You'd want to acknowledge this new friendship. Maybe you'd even set up a time to meet again or talk on the phone.

## CREATE YOUR OWN PERSONAL SYSTEM FOR GETTING KNOWN

It's SYSTEMS time...

Make a list of what you're currently doing to meet people (Where do you go? What do you do there? What do you do to be remembered? How do you organize and remember your contacts?)

Decide what you want the end result to be (to find a mentor? Client? Vendor? Associate? Team member?)

Determine HOW else you can meet new people and WHAT else you can do to be memorable.

Design a specific plan - a system - to do this - including what you will do with the information you have collected.

## A FEW HANDY HINTS

Make a list of questions you could ASK (and remember to LISTEN to the answers)

Make a list of what you'd like people to know about you and PRACTICE how you would communicate that.

Write something on your business card... even just a phrase

Consider a photo of you on your business card (it's not conceited, it's a memory sparker)

Use a unique business card (When I was in the balloon decorating business I printed my info on balloons)

Re-connect as soon as you can and stay in contact

Remember to be memorable... it's not what you know or who you know... IT'S WHO KNOWS YOU!

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