

David Fisher

Wed, 8/11 8:18PM 1:02:06

SUMMARY KEYWORDS

people, networking, network, linkedin, relationships, business, meet, connections, conversation, talk, events, networking event, opportunities, career, question, david, share, fact, find, build



00:06

Thank you for joining us today for that Career Speaker Series. This series brings to you the nation's top career authors who provide tips, tools and best practices you can use to create a successful career strategy. Hello, my name is Don philam, and I will be your host. With me today is David Fisher, author, speaker consultant and an authority on career management, networking, and the job search process. David will share insights from his experiences and expertise that he's documented in his book, networking in the 21st century, online LinkedIn creating online relationships and opportunities. Or the next hour you're going to learn the right approach to networking that will save you hundreds of hours of frustration and add dollars to your salary and to your bottom line. Now have your pen and paper or electronic device ready to take notes check the download option to gain access to resources and keep in mind you can feel the frame of your computer with the presentation today by clicking on the cross arrows on the bottom right of the slides. You're also invited to help influence the program by offering your thoughts on how we can continue to be a support to your career. So send emails to Sandy at Career Speaker series.com so here's a brief background on our very accomplished speaker. David Fisher lives in Evanston, Illinois, next to a beautiful cemetery which acts as a reminder every morning to not take life for granted. He is an entrepreneur, coach, salesman, writer, mediator, marketer, musician son, friend, brothers, slam poet, clairvoyant comedian, salsa dancer, lover of life teller of bad jokes, yoga enthuses in an average cook, as long as it's pancakes on hummus is known as the fish to everyone except, of course, his mother, he is a sought after speaker, author and business coach. His passion for growth and development has allowed him to influence 1000s of others during his professional career. And as the current president of Rockstar consulting, he helps individuals become rock stars, both offline and online by building their network sales and entrepreneurial skills. I'm really excited today to share with you the information that David has to share with us. So

join me in welcoming David Fisher. David, thanks for joining us today,

02:43

saying thank you for inviting me. I'm excited to be here. I'm excited to share. And we've got a lot of great material to go through today. And welcome, everybody. I hope you're excited about networking. And I say that knowing that many of you probably are not. Networking is this phrase, this term, this idea that we all know we need to do better at over my career. I've heard so many people go out networking, I wish I was better. I wish I was I had a better network. I wish I had access to more opportunities. But at the same time, we don't put time and energy and effort into it. And I'm going to suggest to you today that one of the reasons why is that we have the wrong conception, the right idea of what it is. And because of that we don't go about it the right way. So that's what I'm excited to talk to you about. As we dive into 21st century networking. And John had mentioned my latest book, which is really saying the networking in the 21st century on LinkedIn, which came out here in 2019. But I'm really excited to also dive into some of my previous books, including the one that kick started everything, which is networking in the 21st century, why your network sucks and what to do about it. And really what we're talking about today is this idea of figuring out why maybe you've struggled with networking in the past, and what you can do, immediately today, tomorrow, this week, to start to improve the business relationships that you have. And also to, to find some opportunities, you probably have heard the same. It's not what you know, it's who you know, I would actually suggest that that's not right. It is what you know, but it's also who knows what you know. And so we need to really be able to reach out to people build our, our network, build the connections and contacts we have, and you're gonna hear this word a lot, build relationships to actually help not only build our careers, but the careers of the people around us. And so what we're really talking about is how do we create a network that has value and understand everybody On the call here, we're all going to have a different definition of what value is. And in fact, that definition of value will change throughout our careers. When we're just starting off, maybe building a network that has value is finding mentors. Maybe when we're in mid career, it's finding opportunities to go into that next leadership position. Maybe at some point, it's just going to our network and finding value, meaning, we need to get to that next opportunity, we need to find that next job. Or maybe we want to start an entrepreneurial venture. And we want to find people who've got some experience expertise around that habit. We want to maybe find partners, we want to find vendors, we want to find people that can help us succeed. And so value when I say that, again, everybody is going to have a very unique and particular approach to their networking, because we all have different goals. But in the end, we can definitely dive into the fundamental core aspects of building our network. And I think the best place to start is with something I mentioned earlier, which is changing our conception

of what networking is because unfortunately, too many people still think that networking is going to an event in passing a business card to somebody, and then maybe getting a business card and return. And if that's all you think networking is, of course, you've struggled one because that's not very fun. I don't know, if you've been to a networking event, before, I'm sure most of you have. I know I've been to many, and what times are kind of awkward, right, you just stand there a roomful of people that you don't really know that well. And you maybe have some cold appetizers, and have some strange conversations or awkward conversations with people. And again, you exchanged some business cards and you go home, you sit down and you don't know what to do. So you hope that someone's gonna call you with a job opportunities The next day, and that doesn't happen. And I continue to write, it just doesn't work that way. So we need to redefine in our minds what networking is, if we're going to be successful with it. So I want to share a definition. And I'm not going to suggest that this is the only definition of good networking. But I think that this is a really useful framework that can help you conceptualize of what you're trying to accomplish when you go out networking. And it's simply this networking is building a web of relationships with others for mutual support in finding business solutions. So there's a couple aspects you write this, you'll note, by the way, that there's no mention of business cards on this slide. And by the way, I love business cards, I think everybody should have them. I think everybody should use them. In fact, to this day, my mom if we are out, and I do not have a business card, she yells at me because she was one of my first networking teachers. And she pointed out that, hey, you never know when you're going to be someone. So I like business cards. But what I want to move you past is that transactional view of networking, because it really isn't about transaction. But it's about long term relationships. And as I mentioned, there's a couple aspects of this definition that I really want to keep you into right away. Because if you have this definition, I actually think it changes how you go about networking, how you go about building relationships, and finding opportunities. So really, if there's four things I want to cue into. One is that we talked about a lot of being a web of relationships, right? your network has more than one person in it.



08:55

Now, is there a number that you have to have to be successful? Yeah, absolutely. Now, when people ask me that question, they say, Well, what how I feel should be my network. I say one more that is in your network right now. Right? So focusing on or maybe doing some, some growing and building. But the reality is, is we do want to build a web. So we want to have, you know more than one or two people. And that's why reaching out and meeting new people is important, whether that is going to events, whether that is using online tools, we mentioned LinkedIn, all of the things we talked about today, digital platforms like LinkedIn, or even Twitter or Facebook, depending on what kind of

networking you want to do, can be incredibly valuable to help us meet new people and bring them into our network. The second thing I mentioned is it's about relationships and relationships have an important component to them is that they take time, right? This is a says not transactional, it is going to play out over time. In fact, one of the reasons why I think people struggle with networking is they try Once, and they don't see any results as they stop putting any effort or energy into it whatsoever. That would be like going to the gym once. Right? That would be going to the gym jumping on the treadmill, maybe for half an hour. And the next day going, Well, I can't run a marathon, I haven't lost 10 pounds, well, this obviously doesn't work. And you never tried again. Obviously, that would be ridiculous. It's the exact same thing with our networking, we have to look at this as a long term process, we have to invest in that process before we actually received the return. The third part is this idea of mutuality, right? A lot of times, people also struggle with networking, because they just go trying to get something from others. Let's say you're looking for your next opportunity you're looking at, you're doing right out of school, you're looking for that next, or first job, or maybe you've been in the business world for the last 20 years looking to make a transition, you're looking for that next job, if all you do is go out and try to get people to give you introductions and give you information give you access. And that's really tough. And we can see that desperate person coming from a mile away. That doesn't work well in human relationships. So obviously, it's not going to work well, in business relationships. So very important aspect is it's a mutuality. It's not only asking for help, but it's also giving help. And in fact, I'm going to suggest today, here is another time, if you really want to be successful. In networking, you're going to do something which may sound counterintuitive, but you're going to go out and try to find as many ways to help other people first, right, you're going to invest in some social capital, we're going to help others. And I like to call it networking karma, that will help. Good things come back to you. And then the part is this idea of solving business problems, right? It's the idea of helping each other solve the challenges we have. And that's why I think it's really important not only to give help to others, but when it's appropriate. There's nothing wrong with asking for help. I think a lot of times we also struggle, because we just sit there and hope that somebody will interrupt us and go, Hey, could I give you a job interview?



12:31

That would be wonderful. If that happens, but it doesn't happen that often we have to actually go out and ask for the help that we want. And what's really interesting is if I asked everybody on the call, if they like helping people, I my guess is most of you would, or your network likes helping people too. But you have to give them the opportunity to do that. Right. So these are the four aspects that we want to keep in mind. And again, that gives us this definition of building a web of relationships with others for mutual support in finding

Business Solutions, right. So that's the first thing we do is we conceptualize what we think of when we think about networking, or going to a networking event or going to an informational interview, having a cup of coffee, with somebody who's a connection of ours, using digital platforms to connect, all that should be in service, they should be tools that help you build that web. And one other thing I want to point out that's really important for you to understand when you're starting in networking, is that most of the benefits of networking are not going to come from where you think they are. In fact, this is this is really important. Because a lot of times we think that to build our network, well, we have to have a lot of really close relationships with people strong connection. And that is actually exhausting. And it doesn't work. And in fact, sometimes people will try to do this. And they're reaching out to lots of people and going to other events and having a lot of one on one meetings, and they end up burning out and they don't do anything. And that can be very frustrating. So understand that the science shows, you actually don't have to have strong connections with somebody to actually receive the benefits of a valuable network. So this is a was first formulated by a sociologist named Mark grant. Excuse me, Mark granovetter, who wrote a seminal paper in this area, in fact, is one of the most cited papers ever sociology. It's called the strength of weak ties. And he did some research and he found that most of us find jobs through the people that we know. Now, that might not sound revolutionary. might sound obvious. But what he found was really important, we usually find jobs, not through what he called a strong tie somebody that we saw regularly. Rather, most of us found jobs through people that were weak ties that will reach connections of artists, and for him a week of connection with basically anybody that we saw less than once a week, and even down to just once a year. And what he realized through his research was, the benefits that we get from our network are not necessarily because the people that we know wants to help us and have a strong relationship with us, I mean, that that definitely is helpful. But also an important component is that the people in our network have to have access to information and opportunities outside of our regular experience. In other words, that person that you meet at a networking events, let's say, for the Alumni Association, or let's say, for the Chamber of Commerce, or if you're at an industry conference, and that's just somebody that you see maybe once every couple months, or a few times a year, when when you're not seeing them, they're in a completely different world, they're in a completely different sphere of information, then when you do connect with them, they can share that with you, and vice versa. And that's really where the power of your network lies. It's not necessarily in your best friend. But in the people that they know you, they like you, they trust you. But they don't see that often. And that's why when you when you do connect with these people, you can actually find more opportunities from that.



16:51

Okay, so what we just laid out here is, is a conception of networking, where you don't have to make the best friends of everybody where it makes sense to have a larger network, and maybe you think you need, right, maybe you think you just wanted I'm gonna have 10 really close connections where you want to order more over there. But also, you are now in the business of helping each other. Right, be successful, right, putting that networking karma into the world? Well, I want to look at, based on that three areas, three skills that you can develop, that will actually help you not only communicate with your network, but build that network, and then leverage that network, right, and then find ways to find opportunities throughout that network. So I want to I want to share with you again, three ideas, I'll talk to you about how to share who you are with your network, I want to talk about how to create connections, right? So we got to actually build those relationships, and build the network. And then I want to talk about how to cultivate that network. And I'm gonna use that word cultivate very deliberately, because we have to give our, our network time energy, we have to, to nurture it, just like a farmer nurtures and cultivates their fields. Okay. So let's dive into this. The first thing I want to look at is some ways that you can share who you are more effectively. Because one thing I think people basically skip over, when they think about networking is the is how they're going to communicate to their network, how they're going to actually share what they can do, how they can help, what they're about, and also what they're looking for. Right. I've heard this too many times. And maybe you've heard this as well. And maybe, maybe you're guilty of saying it, that's all right. It's we're here to fix. Well, somebody will come in, they're like, Hey, I'm looking for a job. in this field. I say, fantastic. What kind of job are you looking for? What kind of position? What kind of company? You know, tell me more about that. And they can answer though, they just say Hey, I'll take anything. What doesn't really let me help them very much. I it's hard for me to to conceptualize what they need if they can't conceptualize it. So you want to make sure that you are always going to your network with some clarity, with some a clear definition of how you can help. And so what you need to do before you network, is you actually need to define your brand. And be very clear about who you are. So each of us have a personal brand, a personal professional grant. As I say we all work for you, Incorporated. We always work for ourselves, even when we have a larger contract, ie we work for a company. So when you're defining who you are, there's who your brand is, there's a couple things to think about. First of all, it's important to think that your brand basically comprises two pieces. It's your visibility, and your reputation. Right? This is, this is what I call the quick and dirty personal brand. Basically, do people see you? Right? How often do they see you? And when they do see what do they think about you, when when your name pops up. So as far as visibility, this is where you're going to want to put some effort in this is where going to events. having meetings, this is where LinkedIn, for example, super powerful, even Twitter, or Facebook, or Instagram, and depending on your industry, your field, you know what your network looks like? that these are great places to be seen. And what I mean by that, for example, is if you are, let's say, a

reporter, or you want to work in journalism, Twitter, a great place to be lots of reporters are on Twitter, it's a very fast paced medium. If you are, for example, a photographer, or a graphic designer, why maybe Instagram is a good place for you to network and connect with other visual professionals. Right? If you are in sales, then maybe LinkedIn is a great place for you to be right. And by the way, I think all professionals should be on LinkedIn. Just as a little side note, but think about where you are seeing and then the reputation that you have. here's, here's what people don't realize, we can't actually make people think about us a certain way, right? Our reputation is not something that we tell other people what to think,



21:49

how, however, we actually have a lot of influence on how people do think about us. So let me ask you, and obviously, you can't answer this today, but I'm gonna suggest you sit down with a piece of paper the next few days and write it down. What is the reputation that you want to have? What are the words that you would want somebody to use to describe? And they can't be all of them? Right? You can't be a deep thinker and a factor. Maybe you can, but I mean, that'd be tough. Either. Those are good, right? Either, you know, if you are action oriented, it's a little different than being strategic. If you're really a people person, you might not be as numbers driven. All these are great, but what do you want to be known for? Okay? And write that down, be super clear, because you'll be able to communicate that when you network. And likewise, when you are out there networking, think about what you want from your network, what are your goals? What are the things that you are trying to accomplish? If you are looking for a new position right now, define it, the more clear Li You can define what you want, the more ability your network has to help you write again, if you just say, Hey, I'm looking for a new job or anything, but if you say, Hey, I'm looking for a position, I'd love to get into advertising, I'd love to work in digital advertising. I'd love to work in search engine optimization for digital advertising. I'd love to work in digital advertising, search engine optimization, I'd love to work for a large consumer products, company. You know it, you know, I'd love to do all that from a remote position where you know, I can just work from home. But the more clearly you define that, the more likely somebody will be able to say, Oh, hey, I actually know somebody you know, who works in marketing at Nabisco, like American introduce you write your Hey, I'd love to be a computer programmer. You know, I'd love to, you know, work at cutting edge technology. And I'd love to work eight on social media. Hey, I know somebody who's in Facebook. Let me introduce you right, dexterity helps drive your your ability to connect. And that's all that happens before you do that dreaded elevator speech. And by the way, I hate the term elevator speech that everybody just knows your elevator pitch. In my entire career, I've never done an elevator pitch on a an elevator, right? And in fact, if you tried to go up to somebody on an elevator, because if if you don't

know where the term elevator pitch first came from is how to introduce yourself to somebody who'd be a great contact. If you were stuck in an elevator with him throwing you know 20 floors, you got to be fast and brief into the point. Don't do that. That's that was just really awesome. So instead, what I think you can do is go How do I craft an introduction for myself, that is clear, concise, and lays out how, how I can help somebody. So let me give you a very brief introduction that you can use. When you're going out and introduce yourself, I love this. This is for anytime you want to introduce yourself, especially like in front of groups, I think that happens a lot. When we are kind of very actively networking where we're going to go to a conference where you go to an industry event, we'll go where there's a bunch of people, so that it can be used as that that quote, elevator pitch in front of a lot of people. But you can also customize this just to



25:50

have a one on one conversation with somebody and be very clear. So there's five steps here now, you know, so steps one and five are the same, you only have to use Step five, if you are doing a group introduction, right? If you're doing this one on one, you don't have to repeat yourself, it was very important and for good to repeat yourself, because people might not have been paying attention is the beginning. But the first thing to do is say name company position. David, what if I don't have a company or position yet? Totally. Okay. Totally. Okay, just say your name. And you can talk about what you've done in the past, right? If you are in a career transition, you know, hey, I used to work for this company in this role. Or you can talk about what you are looking for, right? Hey, my name is David. And I'm looking for a role as a blank or I'm looking to get into the video game development. industry or I'm looking to get into the insurance business, I want to become a comptroller, whatever it is, briefly talk about what you do. So again, if you are in a job search mode, it can be here is the one or two sentence description of what I'm looking for that if you are already in a role, because I actually don't think you should ever stop networking. Right. Even if you've got a job, you landed the position, you're super excited, keep networking because one, you can find a way to build more relationships, and build that social capital, but is a good thing to do. But also you never know when things will change in the future. And you know how you might replace all your network for help. Also, there's a lot of opportunities that they can find for you, even when you're not looking for job introductions, potential partners, potential vendors, investors, customers, etc, etc, etc. You employees of these higher all that kind of stuff, then share a dynamic piece of information for the audience. That's step three. Now step two, by the way, I think should always be the same thing about one or two clear sentences about what you do. And just save every time because then you can have some confidence, when you say that you don't have to mumble and stumble along. That's one, step two, step three could be much more focused on the context, you're in the environment, the situation, the events, make it

a little more customized to who you're speaking to. And then step four is a call to action. This can depend a lot on the environment that you're in. And again, this can be very if you are speaking from a group, it can be like a Hey, come talk to me afterwards. Or please reach out to me on LinkedIn, we'd love to stay connected. But if you're talking one on one with somebody, it could be as simple as, hey, do you have a business card? Let me let me hear you or just, again, those business cards can be valuable. It's just we're going to use those as a tool then to fall off with a map just to be transactional. Okay. So this this introduction, even just the process of writing this down can be really valuable, because then you're clear about what you're communicating. And again, this is great for looking for position, looking for that new job, you just have to make a few tweaks that we mentioned. But this is something you can always use throughout your career. Alright, so that's the first idea is, is really be clear about who you are, and what you're trying to accomplish. Because if you can't be clear, in your own mind, there's no way that they're going to be clear to theirs. Just to give you a little final image here, if you've ever played the game telephone where you may or you're in school, you sat around in a circle, and one person was British and the person next to them. They whisper that sense, the person next to them comes all around, and you see what happens to the sentence and always gets changed in this herd and garble and it's always kind of funny feeling it ends up well in the same way every time you communicate your message to your network, and communicated, it's going to get a little more garbled. So you need to be as clear as possible, right from the very beginning. Alright, so the second thing we need to do so once you've got that clear method, once you once you know what you're trying to communicate, we need to go out and we need to create connections with people, we need to start relationships. Now, a lot of times, this is where we, we also get tripped up. So I mentioned before that Mark Granovetter had found that a large network, the weak ties in our network are often the source of opportunities. Here's the challenge. Human beings aren't really designed to know a lot of people. That's not how we kind of evolved. Human beings, in fact,



30:50

have a, a, an average social sphere of 150 people, it's actually 148. This is called Dunbar's number is another exactly. anthropologist named Robin Dunbar who did the research on this. And if you look around, that's kind of the size that organization gets you that's actually the size of early villages, that sort of kind of early tribes was like 150 people, that's, that's kind of what we're wired to connect with. Now, this is an attention, right, because if you want to try no more than 150 people, it gets tougher and tougher. So this again, where we can use tools like social media to help us stay engaged on a light level with a broader audience. But it also means that sometimes we're not that comfortable reaching out to new people. So I want to only give you a tool today, we're around in connections that

make it easier for you to reach out and build your network. And I love this quote from Dale Carnegie's, you might consume earlier with the book How to Win Friends and Influence People live how to see a joke, and by I think those who haven't read it, it is a fantastic book, concerning it's almost 100 years old. And there's a really good wisdom in it. One of my favorite lines is this, you can make more friends in two months, by becoming interested in other people, and you can to yours by trying to get other people interested in you. What this points to is a mistake I think we often make is that we go out and try to build relationships by being interesting. And we're very fearful about that. In fact, you know, this is where self confidence can become an issue. Or maybe we're kind of introverted, to go back to that idea of being the new kid in the classroom. It's the first day of school making new friends. We're like, oh, I've got to be interesting, I got to make people like me. The easiest way to get people to like you, I've learned as an adult, is to like other people, right? get interested in other people. There's another way of saying this is it's more important to be interested in interesting. And so how do we actually make that a tool? How do we actually do this? I have developed a very simple tool. It's called asking the next question. And this is actually something that most of us do, in two intuitively, with people that we know with people that we're already comfortable with. But we forget that we can do this with people that we haven't met before. And this is, once you get good at this, I will tell you, it is fantastic. Because you can go to an events, you can go to a conference, you can go to a networking meeting, you can go to your spouse's holiday party, where you don't know anybody, any of these events, you know, anybody, instead of being intimidated, you can actually enjoy yourself and have a good time meet some cool people have some great conversations. So this is how it works is very simple. The first thing is when you meet somebody new, ask them an open ended question. Right? So ask them, you know, again, this depends a little bit on the environment, you're in the context. But let's say you're at a events for your your school. And you talk to me, you say, oh, what did you study? While you're here? Or, you know, what made you choose? coming coming to this school? let them ask a question. You know, I'm based here in the Chicago area. So I often meet a lot of people from outside of the Chicago area, because people tend to move here for their careers. So ask Where are you from? You know, why did you choose to come here to Chicago? How are you liking it so far? What's the most interesting thing that that you've noticed is different from where you are? But these are open ended questions. So the thing that you should do is listen to their answer. I know what a concept. actually listen to what they say. Here's the big thing. Stop right there. Don't supply Your own answer is a very normal thing for us to do with people we don't know. Well, we ask them a question. And then we just give them the answer to that question after they have answer that we would want to give meaning. So if I meet somebody, let's say, Here's Chicago, and I have a conversation, I go, oh, we're really school. And they say, Oh, you know, I went to, I went to Penn State.



35:25

It's very natural for humans, then when I go holy, tell you where I went to school. So when you say, Oh, I went to Northwestern. Well, at that point, we're just now staring at each other. We don't know where to go. Something you don't supply that answer, instead, ask a question based on their answer. So again, I'm in this environment. Tyson way ago, where were your school? And they say, Penn State? I could ask, why did you choose to go to Penn State? Or your What did you study while you were there? How did you like it? And what's interesting is, they can answer that question. And I can ask them another question based on that. And so what I'm doing is I'm just using their information as a source of more questions. Now, you don't want to be an interrogator at all, you want to freak him out. But that series of questions can one, help you find out a lot about that person to help you find connections with that person. And three, the idea of reciprocity in conversations most people if you're asking questions about themselves, and if your world will only tell me about you, right, so then it's a very natural thing to keep that conversation going. But what's really interesting in my career is I found that the best way to have good conversations and for you to connect with people is just to ask them those questions. It actually did happen. And we want, it was really funny. I had probably a good 20 or 30 minute conversation with a woman. I barely said anything, I was just asking questions, she was actually really fascinating on it. And after, after a conversation, we were kind of going our own way. She's like, You are such a great conversationalist. And I just kind of chuckled an insight into the way I didn't say anything. But she felt validated, she felt heard. And that's something that we all want, right? Because it's so few people pay attention to us as we go through our day. super powerful, and what a great way to make a connection. And what a great way to, you know, find a way back to help her. And honestly the likelihood that she'd be open to helping me if I needed it much higher. So when you're going out and creating these connections, don't fret, and don't stress about all new people, it's so hard, I gotta be interesting.



37:45

Look for ways that you can be in environments where you meet new people, and just find out about them. If you do that, really good things start to happen. And finally, the third thing was whether it is cultivating that network, right? I've used the word relationship a number of times, I said, This is not about transactions. Well, this is where we really talk about building that relationship over time. It's not just a one off business card exchange that I was talking about networking events are not networking, they're just the beginning. They're the first step. And so as you're creating connections, as you're getting the chance to meet people, how do we continue to build that relationship? well understand that relationships are built on shared time, think about your friends, think about your family,

think about your co workers, think about anybody who's in your life that you've got relationship with. A part of that is that you have shared space, shared time, shared attention, right. And again, with your friends or your family, that could mean literally just a lot of time together. Sometimes you might be somebody in an organization you're involved in, or an association, you go to meetings, you have conference halls where you have shared time. So one thing that we want to do is find ways to create points of contact between us and the people in our network. Now remember, we don't have to make our the CLB, our best friend, we do have to have regular consistent reminders of us in their lives. And conversely, we also have to make sure that we're staying in the know what's happening in theirs. These are just some ideas about ways that you can create points of contact between you and the people in your network. Which ones you choose are going to depend on where you're at in your career, what you're looking to get from your network, what you feel comfortable with your own personality. But what I'm going to suggest is that you look at this and go hey, are there things in here that I can put into my networking plan of attack? And we'll talk about that in just a moment. But it could be are you posting on LinkedIn? Are you sending people emails? Are you mailing them a physical card, I Load mailing people cards that actually got little, you know, kind of like a from the desk of David Fisher. It doesn't say that. But it's kind of the same concept. And because I love the open inbox or the empty inbox or those people's posts, mailbox, right, it's fantastic. But you could do phone calls, if I feel over the phone, you could have a meeting, there could be a cup of coffee, a lunch, a happy hour meeting, if you know them, well. Are you seeing them at an event, it's great to go to like networking events, for example, to first meet people. But that can also be a great way of maintaining and cultivating relationship. You have a conversation on Twitter, you could like one of their Instagram posts, you can read one of their email newsletters, or even send them an newsletter, or there's so many other ways. Untap is a craft beer app where you can kind of track the different craft brewery you try revisiting, I am a big fan of craft beer actually run a podcast called Beer Beats in business. And one of my good friends who is also a client of mine, and she has a client who became a friend. She lives in Austin, Texas. That's one of the main ways we talk to each other, because he's also a large fan of the craft brewery scene down there. And so we share the beers we're having. We comment back and forth. And again, that allows us to build a relationship that cultivates that over time. So most people want to have the finished product. They want to have this beautiful crop that they can harvest and get great things from, but it's always about figuring out how do I plant the seeds? And then how do I cultivate the seeds. And I said, those were just some different ideas. You have to pick what works best for you. So for example, I had a coaching client I was actually working with she was a very successful attorney. And she but she knew she was bringing more business and her idea of networking was going to have these large legal conferences and legal events. Here's Kyle and she hated it. Because she was a very quiet woman. In fact, she was a little shy,



42:19

very good at what she did, but was really intimidated by these large groups. For her, you were able to figure out that she really enjoyed one on one conversations, she felt very comfortable. And so she actually just put it on the calendar as she would have lunch with somebody in her network, whether it was another attorney, potential clients or clients or just somebody that she found interesting. And she just had to have lunch once a week with somebody because she had to have lunch anyway, like the there's a well known networking book by Keith Ferrazzi called Never Eat Alone. And she kind of took that to heart. She's like, well, I gotta eat anyways, once a week, I'll use somebody else. So 52 conversations every year. And some really great things happen because of that. So she made it her own, you'd have to figure out how you're going to cultivate your network. But whatever you choose, and we suggest that you create a plan around this, when you can be persistent and consistent with your activities, you're going to be successful. So the last question I always ask or not, almost I would ask our viewers, what activities done consistently and regularly would help you establish and nurture professional relationships. I've given you a lot of ideas today, there's actually many other networking activities you can try. But you have to decide what works for you and be what you will consistently and regularly do. I always use the example of the Karate Kid and Mr. Miyagi teaching people, how are teaching Daniels on how to do karate, through very simple things like wax in the car, painting the fence, he was talking about foundational activities. And those foundational activities allow him to be successful. So here's just even some very specific activities you could put into your calendar. It could be liking LinkedIn posts from some other people in your network, emailing a new contact once a week, following people on Twitter, having a cup of coffee with someone outside your department or your field. Going to professional event once a quarter going to a networking event once a month or even participating in LinkedIn groups, Facebook groups. Again, these are just ideas. But I would take one of those, I would submit that for everybody on the call today, you're going to have at least one of those that you're like, Hey, I can do that. Put in your calendar schedule, and then start doing it on a regular basis. And again, you're going to find that if you invest upfront, really good things happen. The final I'll say I know we've got some great questions that Don has based on this material. But the last thing I'll say is, wherever you do decide to do, just do something, you have to start because until you start, nothing can happen. And in fact, unused information looks exactly like ignorance. Right. And I don't think we have any ignorant people on the call today. So use it, take action, and build the relationships that are going to help you and everybody around you be successful. So I know we have some questions. So I'm going to pause right there. And then I welcome you. I think you're there. While let me know what questions we have. David? Yeah, great material. Great advice. I can tell the two are very passionate about this. And you've seen what works, obviously, because you've been involved with it.

firsthands. There are so many different things to do. And in terms of networking online, I'm wondering if one should spend less time offline marketing? Do we still need to go to the breakfast? Do we still need to go to that lunch? Do we still need to have a coffee with an individual? Great question. And the answer I would give is absolutely. And the reason why if he was like, we are offline creatures, right? When we have a conversation with somebody in person, the level of engagement is so much higher. There's actually done studies, for example, where they have two people talk, face to face. And then they have two people talk with their backs to each other. And the level of communication. And this is kind of defined by like, you know how well they're actually sharing information back and forth, that decreases when they're back to back. So literally, just having that face to face conversation can be so powerful, sharing a meal with someone whether that meal is even against a cup of coffee, super powerful. What I think can be really valuable is looking at all of these as tools, right? So whether it's having a cup of coffee, or somebody's going to that, that



47:19

organization meeting going to that Chamber of Commerce meeting or an industry meeting, being on LinkedIn, being on social media channels, emailing people, looking at all these is this tool that we're going to use to build that relationship. And I think it's helpful to go on back and forth between online and offline, versus just going to have to be completely online, or, hey, I'm just gonna be completely offline. For example, you and I have never met in person, right. And I, we've got a good relationship. But I would submit that if and when we get a chance to actually meet in the real world, that takes us to the next level. But at the same time, if we were in the real world, having had this virtual relationship, that offline conversation is going to be better, right? So this feeds into each other, it's a virtuous cycle. So that leads to another question in terms of how can you be strategic about having those offline, those physical connections with other people. So networking on LinkedIn, and Facebook and Twitter and other online tools will enable us to meet more people? Is it also a tool now to kind of take that funnel and start to identify, okay, if I meet with David, I'm probably going to have the best relationship with David and have an impact on his career as well as he'll have in mind. Yep. So part of part of this really comes down to being just intentional. And so for example, on a very practical level, you know, I've built my entire career simply through networking and meeting people. And so I knew right when I started my practice almost 15 years ago, that I had to be pretty, pretty tactical, all right around the relationships because there is so much to do. And that was even before we had really LinkedIn and, and all the other digital tools at our fingertips. So one thing that I've always been committed to and I still do to this day, is that at least once a week, I have to meet somebody for a cup of coffee or tea or again, saying hey, I remain grounded craft beer. But I actually have reminders in my calendar, to

reach out to people and if there's somebody new who I've not met, or just met, you know, I might reach out to him enough to grab me with you. But there's also people who I need maybe once every six months, once every quarter people that have become I would almost say friends worth as well as You know, business acquaintances with and I literally have a reminder pop up on my calendar that says email Jim and set up a coffee meeting. And and that's that focus on again at least once a week me where somebody was really valuable to me. And then using tools like LinkedIn and something I think is really valuable. What I love about LinkedIn is I can now stay in touch with people in between those meetings, right, so maybe I just need somebody, once every six months or you know, even less than that, I can still see what they're doing on LinkedIn, if something pops up, I can go, Hey, I just saw you got a new job, or, hey, this, this is really interesting, congratulations. Or, hey, let's let's grab another meeting, I see you're no longer at your employer. Hey, let's catch up, let me see how I can help you What a powerful thing to do. Does that make sense? Makes a lot of sense. And from what you're saying to when you have an extended one on one meeting, whether you're having a cup of coffee or or a pint of beer, you're learning about their personal life and the things that they might have been struggling with maybe a parent is ill maybe your child has having trouble in school. And it's those opportunities that you have to really kind of go beyond business into caring for each other's lives. 100% when we think about business relationships, every business relationship starts as a human relationship first. So the the idea that we can segments ourselves into like, Oh, no, this is just Business and Professional or this is just personal. I don't think that that's the case. And in fact, I would say that's kind of an emcee your way of living life, right? I think there's been this push lately, and I hear words like authentic and genuine, you know, be your whole self be vulnerable, I think that can be really valuable. Now, that doesn't mean that you're going to go into a meeting with somebody and just dump all your problems on them.

52:10

And you're not anybody's therapist. But in the same way, there's people who I met. When I first started my practice, set almost 15 years ago, who were became clients, who are no longer clients, we meet regularly, they continue to recommend more business to me and their friends, right? There are people who, you know, we you know, we had a child, and I got just as much likes on my LinkedIn posts about that than I did on my Facebook, right? Because the people in my LinkedIn network, we they know about me, I know about them, they're excited for our kid coming. And again, it's a much four way I feel just living life. But it's also just more productive, right? Because if you know somebody, you've built a relationship with them. Yes, they want to help you. And yes, you want to help them. Right? And that that's a really good place to be. What is your trick with that you utilize quite frequently with LinkedIn, what? When you put on your calendar, I'm going to connect with

so and so how are you also reminding yourself to utilize LinkedIn on a regular basis? Wonderful question. And I will say that at this point, I don't have to do that anymore, because it's become a habit. But I first started out, I literally scheduled it. It was a reminder in my calendar, that and I started three days a week. And then when I was really, really active, it was five days a week is every day. And these days, it's just become such a part. It's like checking email, right? When we first got email, we had to remind ourselves to check it. Now, check it less. But I do suggest people put in your calendar, even if it's 15 minutes. And in those 15 minutes, look through the newsfeed look at what your network is sharing. And you know, at least a couple times a week, I suggest posting either an event you're going to post an article about your industry that you've already found interesting and add a little bit of hey, here's why think this is interesting. If you go to an event, take a picture of two other people there and post that. But yeah, just schedule it until it becomes a habit. And eventually it will. And I will say I don't spend a lot of time on LinkedIn on a daily basis. But I'm, you know, I make sure that I'm there I make sure that I'm engaged with the content that my network for sharing, see what's going on. And it helps build those offline relationships helps when I do pick up the phone and call them to have a much stronger relationship with them. So staying with the discussion on LinkedIn, one of the great things about it is that you Really don't always have to be in a position of posting your own content. You can as as you said, Goethe, when you're going through and looking to see announcements of other individuals, you have the ability either to repurpose someone's post directly to whoever I'm connected to. But I also have the ability to donate to send a post directly to you. Because I, you had mentioned previously an interest in something specifically, is that correct? And how would I do that?



55:34

Yeah, absolutely. In fact, one of the things I really like doing is, so LinkedIn, like, all the other social media platforms allows you to tag someone in an article, or I'm sorry, in a post. So I'll actually use an example. This is something I did recently, I saw a friend of mine had written an article that was actually posted on LinkedIn, official marketing blog. So that's a pretty big deal. And it's actually a great article. So I shared that to my network. And I tagged the author said, Hey, great article. But then I tagged it really about how to run a marketing agency. And I noticed that you were in marketing agency. So I simply tagged those people in the post. And the way you do that, just very technically, is just put the ad symbol and start typing their name, and LinkedIn and come up with it. And we're all you mean. You mean, Greg? Great. And they'll they'll post it. So what's wonderful is when I post that all those people I tag, get a notification that I tagged them, right, I could say hey, and I said, Hey, this might be interesting to you about running an agency and running an agency. great article. So what a wonderful way for me to be able to, to not

only recognize my friend wrote the article and say, Thanks for sharing that, but then sharing it with some other people in my network. That was it. And then with that, also, it gets seen by my broader network as well. I think that's the most powerful way of doing it. You could also if you want to have more of a personalized approach, I could have taken that article and actually just messaged the people who I thought would find a relevant, I can message them directly with a link as well. Those are two good ways of doing that. But yeah, to your point, the idea of engaging with other people's content was just as valuable. sure if you can share material, wonderful. But if not just shoot, live liking or engaging, commenting upon what your network is doing. That can be such a powerful way of building the relationship as well, over time. It's a terrific way to show that individual who originally posted it, that you acknowledge they're an expert, and that you would go above and beyond to let specific people know, I think that's just brilliant. And it just, it can be done very quickly. Exactly. And by the way, that's not somebody who's a client of mine or potential clients. That's one thing, it's networking karma. If I can put all more of that good Juju out there, that those good vibes, that helps everybody. And what's interesting is I've found over my career that as I try to help more people succeed, interestingly enough, more people are trying to help me succeed as well. And that's a great place to be in. What I like about that, too, David, is that it takes time to leave a comment. And sometimes comments are, are pretty predictable. But in that particular case on record type anything out except a couple of names, it'll automatically find my colleagues are and boom, I'm done. So Wow, this time has gone fast. In the final couple minutes. Can you take us back to your slide regarding the the, I won't say elevator pitch, but sure presentation. And just a final comment on the share with us what we need to do with that, and we'll wrap things up as well. So just to remind everybody, what this is really about is having some clarity when you introduce yourself. And so for example, if I was in front of a group of you today, and I was introducing myself, I'd say Hey, my name is David Fisher, I'm the president of blocks are consulting. I am an author, speaker and business coach, I help people improve their personal and professional skills to become rock stars in their, in their business wise. And so if you want to find out more information about me, please visit me online or connect on LinkedIn. And again, my name is David Fisher. Everybody calls me the fish and I'm the president of Rockstar consulting. The reason I go through that is you see it's very clear, very concise. It allows the people to know what not only what I do, but also if I can help them to go ding ding, ding. I got to follow up with him. That's exactly what you want to do. You want to give the People you're introducing yourself to the ability to go, Oh, I know how to help. So and so I know how to engage with them. And that and so that's that's what I suggest with that that introduction. Fantastic advice. David, you really have given us some insight into networking and some tips and strategies moving forward. We're looking on screen right now, a little bit about your book. I think you have one more slide. How do we stay in touch with you and connect with you?



1:00:34

Absolutely. So online, David JP Fisher comm via this link here there JP Fisher comm slash webinars slash networking, I actually have a landing page just for everybody on the call here with some additional resources and some reports and some ebooks that you can download that you can also find that out all of my books, I've actually written nine up to this day. So there's a lot there. I also have a full blog that's full of articles on how to network both online and offline. But you can also reach out to me directly D fish at daily JP Fisher Comm. There's our website and we mentioned that a couple times more than happy to connect somebody on LinkedIn linkedin.com slash in slash IMD fish and just say that you heard our call here today and said we'd be happy to connect. Thanks so much, David Fisher. We appreciate your sharing your experiences and your philosophy tonight and we wish you well as you continue your message that transforms lives. Thanks for having me. And to our audience, thank you for taking the time out of your busy schedule to join us. Your continued investment in your career will not only give you greater control over your career, but your personal happiness too.