

# Connections Change Everything©

*“Knowledge is not power; applied knowledge is power.” – Dale Carnegie*

From 1938 until 2018, Harvard researchers studied what makes for a good life. They found one surefire, scientifically proven predictor of happiness: **developing warmer relationships**. (<https://www.adultdevelopmentstudy.org/>)

**What is a warm relationship?** Warm relationships are defined as meaningful, supportive, and nurturing connections between individuals that significantly impact their well-being and happiness.

In business, developing warm relationships is essential for gaining trust, engaging in collaboration, and promoting mutual success. These relationships help you solve just about any business or personal problem you may face.

**Networking is the foundational skill** of developing warm relationships; it is a life skill. When we go to school, we meet lots of different people and over time, we learn their interests and skills. With that information, we build a network of people who we can call on for their skills. The same is true for business. We start a job, and we build a new network in addition to the ones we built in previous jobs.

**Then comes connecting.** As you are building a network of people, you will soon realize that certain people should be connected to each other, and you introduce them. Your value to those two people just increased. They know that you are truly interested in them and their success.

**That’s why we say Connections Change Everything©.**

## Introduction

**Networking is NOT selling.** Networking is all about helping. It’s about gaining new skills that build trust and can lead to meaningful relationships. These relationships aren’t just about selling; they’re about freely exchanging ideas and knowledge to help people achieve their goals. **It’s all about collaboration.**

**Networking also gets you connected to other people's networks.** The best networkers master the art of building "know, like, and trust" so that their network is eager to help them grow.

This course teaches how to get connected to other people by networking. Now, you'll be able to expand your connections everywhere you go. Whether for personal or business, this course shows you not only how to network but also how to track your progress to know your effectiveness.

This twelve-module course is your comprehensive guide to networking effectively and building valuable connections to boost your professional and personal endeavors. Each module includes detailed instructions and activities to maximize your learning and its practical application. Each module has two sessions: a discussion session and a report session to discuss your activities.

## Course Outline

### **Module 1: Mindset**

**Networking begins with your mindset.** How you perceive and approach networking will shape your success. This module is designed to shift your thinking, push you out of your comfort zone, and prepare you for highly effective networking.

### **Module 2: Creating a Brand Within a Brand**

As a business/franchise owner or sales professional, **you represent a well-established brand** (that is your company), Yet, to truly stand out, you need to develop a unique personal identity or brand within the company brand.

This module will guide you in creating a personal brand that resonates with who you are and enhances your company's or franchise's brand. People may think of your brand, but they buy from you.

### **Module 3: Identify your Ideal Customer Profile (ICP)**

**Understanding who your ideal customers are and where to find them is crucial** for effective networking and marketing. This module will help you create a detailed

profile of your ideal customer, allowing you to focus your efforts on those most likely to buy from you.

#### **Module 4: Find Where You Can Meet Your Ideal Customer**

In this module, you'll learn how to **strategically find and attend** networking events where your ideal customers gather. By researching and planning your networking activities, you'll maximize your opportunities to connect with potential clients and grow your business.

#### **Module 5: Preparation before networking**

In this module, you'll learn that being prepared before networking is essential for success. **Are you prepared to make a positive impression on others?** Make sure your dress matches that of the group you are going to.

#### **Module 6: Use a Value Statement, Not an Elevator Pitch**

While elevator pitches are designed to initiate sales conversations, **value statements aim to start meaningful conversations** and establish connections. This module will guide you in crafting value statements that resonate with your audience, demonstrate empathy, and highlight the benefits of working with you.

**If you are hesitant about small talk, plan the questions you'll ask.** By asking questions, you put the focus on the other person.

#### **Module 7: Build Multiple Networks**

Whoever said "It's not what you know that matters but who you know" was a genius. We need to build many networks for multiple purposes. This module helps you build multiple networks so that no matter your need, be it personal or professional, you will have a network member who is ready to help you.

#### **Module 8: Ask for a 1-2-1 Meeting**

**One-on-one meetings, or 1-2-1s, are powerful tools for building relationships** and understanding the needs of your potential clients or partners. This module will guide you on how to ask for and conduct effective 1-2-1 meetings right on the spot during networking events.

**Make sure to enter your 1-2-1s information in your phone.** The contacts in your phone can be the best CRM you'll ever use.

**Also, start building a spreadsheet** with three sheets: tab one is where you'll put your 1-2-1s, tab two is where you'll put people who've passed a referral to, and tab three is where you put people who have become leads and customers. Include all the information you need to remember the person, their company, and any circumstances that are important to the relationship.

### **Module 9: How to Conduct a 1-2-1**

**The purpose of a 1-2-1 meeting is to build a connection** that leads to a meaningful relationship. This module will guide you on how to conduct effective 1-2-1 meetings that foster trust and understanding, ultimately helping both parties achieve their goals.

### **Module 10: Social Media Networking**

**Social media is a powerful tool for staying connected** with your network. Also, it helps to enhance your professional presence. This module will guide you through the effective use of Facebook and LinkedIn to maintain and grow your network.

### **Module 11: Nurturing Relationship and Follow-Up Strategies**

Building a network is only the first step; nurturing those relationships is what sustains and grows your connections over time. This module will guide you on how to effectively follow up and stay connected with your network, ensuring you remain top-of-mind.

### **Module 12: Build a Referral Network & Catch Up Often**

A referral network is a group of people who refer business to each other to help each other grow their businesses. A strong referral network is essential for sustained business growth. This module will guide you in cultivating relationships with your referral sources and using catch-up calls as a strategic tool to gain more referrals, connections, and opportunities.

### **Bonus #1: Master the Art of Small Talk**

Small talk is a crucial skill for building connections quickly and effectively at networking events. This module will guide you on how to use a combination of

personal and business questions to engage others, create new connections, and identify potential 1-2-1 meeting opportunities.

### **Bonus Lesson #2: Networking Tips for Introverts**

Networking can be challenging, especially for introverts who may feel drained by social interactions. This lesson will provide you with strategies and techniques to make networking more comfortable and effective for you.