Robert: Welcome, everyone, to the teleclass for April, *Filling the Relationship Pipeline*. Let me give you a bit of an overview on what this is about.

The job of marketing is to turn strangers into clients. You can think of this as a step-by-step process. Often, we don’t think of it as a step-by-step process. We think of it as a very random process. There really is a method. There is a structure that you can follow, and that’s what we’ll talk about in this call.

Another metaphor for marketing is “filling the pipeline.” We’ve all heard about that. Getting prospects into the pipeline and moving them along until they ultimately become clients.

Another term that’s frequently used is “relationship marketing.” You work at developing relationships with prospects until they become clients.

If you combine these two, you get what I call the Relationship Pipeline. You move them along the pipeline by developing relationships.

You can categorize prospects into five stages from stranger to experience. A stranger is someone you don’t know, you’ve never met. They don’t know you, but at some point they could be a client.

Number two is affiliation. You have some connection with them. Perhaps you belong to the same organization as they do or you have some kind of a networking contact. They know somebody that could be a client.

Next is familiarity. Once you’ve affiliated with someone, you have to become more familiar with them. They have to meet you. Get to know you. Speak with you. Shake your hand or hear about you through others to increase the familiarity.
From familiarity, then people want to know more about what you do, how you do it and how your service works. That’s called information. At this point, people have to read some information about you. They can look at your website, get your ezine, read an article or something like that.

Finally, experience is when people not only know you and what you do, but they get a real sense of you.

They’ve had more, long-time experience of you, like a lot of people on the call have had an experience of Action Plan Marketing. It could be through a teleclass or presentation, or simply getting an ezine for a certain period of time. They feel more comfortable with you.

Now, if you move people along this relationship pipeline, the further you move them along, the closer they get to becoming a client. In this presentation, we’re going to look at that.

We’re going to look at this model of the relationship pipeline, which is really the strategic view. Then we’re going to look at the tactical view, which Andrea’s going to fill in. She’s going to give most of the material today on all the different things that you can do in these different stages. Are you ready, Andrea?

**Andrea:** I’m ready when you are, Robert.

**Robert:** The very first thing is we have to have some affiliations with people. Strangers aren’t going to do business with us, so we have to get out there in some way.

We have five things on this page, five keys to making initial connections with people who could ultimately turn into clients. What’s the first principle?

**Andrea:** You have to go to organizations. Everybody out there has so many industry organizations.
Robert: Looking at our notes, you have the 2-2-2 Strategy. Tell us about that.

Andrea: I’m going to talk to you about that. You have to go to an organization or event, some kind of gathering of people, to have the 2-2-2 Strategy. That’s to go to at least two meetings of some sort of association.

Robert: Is that two meetings a week or two meetings a month?

Andrea: Two meetings whenever they are. I would say that before I decide to join any organization, I would go to at least two of their meetings. Maybe it’s once a month or every other month, so I can get at least two ideas of what goes on at those meetings.

I make at least two connections. What I mean by that is two connections with people that I know I’m going to follow up with. I can meet more than two people, but my goal for every meeting is to learn about and develop some sort of rapport where I can follow up with at least two people.

Robert: That’s very doable.

Andrea: It absolutely is. That’s why networking is not what a lot of people think, which is just going in and throwing out your cards to a lot of people. It’s about who you connect with. It’s quality versus quantity.

I always set a goal of two people. Then I have two follow-up meetings after that event. I get invited to every kind of meeting under the sun. Even if I don’t join it, I’ve at least connected with a couple of people and started a rapport with them.

Robert: That’s terrific. I often say that networking is a lot like dating. You check it out. You go on a couple of dates. You get a sense of it and see if it makes sense for you to keep going with it.
Andrea: That really works very well because then people aren’t overwhelmed, either.

Robert: So the 2-2-2 Strategy, that’s number one. What’s number two?

Andrea: The next thing is “Life is a Network.” What I mean by that is networking is really a mindset. It’s a strategy.

It’s not about going out there and getting something when you need it. It’s about developing relationships and creating connections anywhere, anytime, everywhere. That is such a great thing, if people would just put on that mindset.

Every time I meet someone I always say, “The opposite of networking is not working.” Every time you meet someone, two things happen. You can learn from that person and you can possibly be a resource to them. It’s not about what can I get. First of all, it’s about what can I give.

Robert: Give me examples of the kinds of resources you’re talking about.

Andrea: They’re everywhere. You know how we meet people every day in the craziest ways and they sometimes become a client or referral source for us?

Robert: Yes, I do.

Andrea: I have something now called “Networking in Motion.” Every day, I write a lesson or story about someone I met or a situation that happened, a communications skill that I could perhaps turn into a contact or connection down the road.

Just recently, I was on New York City bus and started talking to a woman next to me because I liked the radio that she was using.

Robert: You just said, “That’s a nice radio?”
Andrea: No, and I’ll tell you why.

I said, “I’m interested in your radio and I’ll tell you why. It’s small and it’s a radio, not an iPod.” She said, “This helped me out a lot on 9/11 because we were able to call. It’s perfect. It’s a small size.”

We started talking and one thing led to another. I found out she was the head litigator at a large firm. By the time we finished the bus ride, she didn’t have a card but she told me her name.

In my Networking Toolkit, I always write things down. She said, “Stay in touch with me and give me a call.” I followed up. I gave her a call, and I’m now doing some work with her organization.

Robert: All that from somebody you met on a bus?

Andrea: That’s right.

Robert: Really, your whole philosophy of this is “Life is a Network.” It’s not just networking events. It can be on a bus. It could be in line at Safeway. It could be in a line at a movie. Just find some point to start talking about and who knows where it could go. Right?

Andrea: That’s the idea. You look at it as just awareness. You always learn from people. You always get opportunities. The event is only one piece of the pie.

Robert: That’s number two, “Life is a Network.” What’s number three?

Andrea: It is “Centers of Influence.” They’re your volunteer sales force. These are the people that are your advocates. They are people that you’ve done business with already. These are the people that know you for the service that you do.
I’m a huge believer in always going the extra mile and always going out of your way. These are the people who are the ones that brag about you. These are the people who refer you.

These are the people that perhaps will say, “You know what? You ought to talk to Robert. He is the best at what he does.” It’s that awareness factor we get from the third party. I always say $1+1=3$ down the road – as long as you don’t keep score.

**Robert:** That’s good, how people go from initial connections. In a way, we’re already getting into familiarity here because someone needs to be familiar with you before they start referring people to be a Center of Influence.

Is there any method to turn somebody into a Center of Influence? Or is it simply that if you connect with a certain number of people, sooner or later some of them will just be that type of people?

**Andrea:** If you nurture that relationship and you get to know them. None of these things will happen unless you put in the time and effort to work them and really get to know people. It’s like anything else.

People hate the word “networking” when they think you’re just coming at them to be pushy and get something. The only way I’ve developed any Centers of Influence is over time.

In my second book, *Million Dollar Network*, right on the cover I say, “Networking is about giving first.” What I want to do is build up Centers of Influence.

I always ask people when I meet them, “How do I know when I’m speaking to somebody you’d like to meet or somebody you want to do business with?” Then I get a better idea of what they do and who their target market is.
Robert: “What are you looking for? What connections are you trying to make?” – and they tell you what that is.

Andrea: That’s exactly it, and then I write things down. I always say that no matter how sharp your mind is, it’s still weaker than a palest ink.

I write it down and it immediately goes into my database or my knowledgebase, as I like to call it. I know that when somebody might be looking for such and such, I might have that person.

Again, it’s over time because until I learn about them, trust them, know what they do, and know that they’ll follow up, I won’t give their name out. I won’t give out anyone’s name (until I really know them) because it’s my reputation.

Robert: It sounds like what you’re saying between the lines is to get Centers of Influence, be a Center of Influence.

I can imagine if I needed something in New York, Andrea would be the person to call. For instance, I’m looking at doing another workshop in New York and I thought, “Andrea probably knows places I could do workshops.”

Andrea: Yes and if I don’t know, I know the people to call.

Robert: You know somebody that knows. Being a Center of Influence, it’s putting people in the database, helping people out, and connecting with people. If someone says, “Do you know someone who...?” you do your best to find that kind of connection, and those kinds of people start to reciprocate.

Andrea: Yes, as long as we don’t keep score. The one thing that’s bad is when people say, “Okay, you owe me one.” Haven’t we all heard that before? That’s negative.

Robert: Yes, it just sours it.
Andrea: It does sour it.

Robert, you didn’t even tell people how we met. We met through a magazine article.

Robert: Yes, she was in the same magazine as I was. It was a collection of articles by consultants.

I liked Andrea’s article, so I called her. We chatted and then I said, “I’d like to interview you for an article I’m doing on networking and thank you notes.” I interviewed her. We’ve been on each other’s lists for a long time.

Andrea: Tell them how many years now. That’s the whole idea.

Robert: It’s been five or six years.

Andrea: The other thing with Centers of Influence is being one, getting one, and developing them takes time. All of this takes time.

Robert: Yes but for you, Andrea, it seems like such a natural process. It’s what you’re about. Not everybody might be as outgoing as you... Do you want to comment on that?

Andrea: Yes I do, and au contraire! My friend Denise (who was on the call) knows me from industry events that we’re both involved in. I am introvert. I am a learned extrovert.

Robert: That’s me, too. That’s true.

Andrea: It does not all come naturally to me. It comes a little bit more naturally over time, because I know how to put these things into practice and do it with sincerity and integrity. That’s key.

I’m not one of those people that goes to any event and is “the life of the party” or runs around talking to everybody. I follow my script, just like I say in the book.
Robert: We now have three: the 2-2-2 Strategy, Life is a Network, and Centers of Influence. What is number four?

Andrea: It’s “Likeminded People.” These are people you meet everywhere, in your hobbies, clubs you belong to, your religious affiliations, your children’s association or anything like that.

It’s people you already have a common bond with because they’re there for the same reason. It’s somebody you might meet on a trip, or somebody who might be on a tour that you’re on. There are similarities there. That’s already likeminded people. It could be somebody you meet at a class.

Robert: You’re looking out for those kinds of people because you resonate with those people better than un-likeminded people. You have the same philosophies, political leanings, and that kind of thing.

Andrea: That’s exactly right. It’s just another forum where you might meet somebody and go, “Wow! That’s expanding.” You meet people in those kinds of situations.

Somebody will say, “I like to garden. I don’t like to network.” In gardening, you go there and you meet people that are also gardeners. You start talking, and one thing leads to another. Then you develop a relationship. That’s what my whole philosophy goes back to. It’s everywhere.

Robert: You want to find places to hang out, so to speak, where likeminded people are going to hang out?

Andrea: Yes, like the local Starbucks. I know some people go to their own Starbucks.

Robert: It can be as simple as that. It could also be different organizations. It could political or religious affiliations.
Andrea: I know as you do, Robert, that every single person on this call knows that this is all common sense. It’s just not always common practice.

If everybody gets one tip, idea, or better yet one “aha!” and says, “I know all this. I just need to do it a little bit more effectively,” then they’ll increase their business.

Robert: Yes, and I hope everybody’s writing notes on this. I provided this handout so you could furiously write notes and start asking, “Who are the likeminded people? Where are the organizations?”

Sometimes, Andrea, I call this the blinding flash of the obvious. We think, “Oh. I ought to hang out with people like me. Duh!”

The clients we like tend to be people like us, and they’re more likely to refer people. So where are those people? It’s not too hard to figure out once you just think along that line. “Who are likeminded people?”

Maybe it’s personal growth workshops. You’re really into that. Go and do some networking there. Introduce yourself, talk, find out about them, and exchange cards. It just happens in the process of it.

Andrea: You just said a key thing, too. Be the approacher. Too often, people say they wait to be approached. I say, “You know what? Step out of your comfort zone.” What’s the worst that can happen? Just say, “Hi. What brings you here?” Just introduce yourself.

Robert: What’s the worst that they can say? “Get away!” Has that ever happened, ever?

Andrea: No.

Robert: Let’s do one more point on this one. Number five is what?
Andrea: It’s “Meet by Chance,” which is kind of like “Life is a Network” in the fact that everywhere and anywhere, you just never know the kinds of people that you’ll meet. It’s just what I call having a networking eye and ear, and an openness and awareness about things.

You never know who you might meet. Everybody says, “Wow. How did you meet that person?” I say, “All of a sudden, they were there and I was there. We just started talking, and one thing led to another.”

Robert: You already know what to say about your business. You have some questions that you ask. All of a sudden, it just happens.

Andrea: Life is funny. I can tell you this one quick story. I was at Lehman Brothers, the big corporation in New York. I was supposed to go to a breakfast. You have to sign in with security. They sent me up to the top floor.

I didn’t know which door to go in, so I went in the door that was open. Unfortunately, it was the wrong room, but I met a few people. It was the Board of Directors. It was a great room to be in for a few minutes!

I said, “Boy, this doesn’t seem like the breakfast I was supposed to come to,” but I walked out with a few cards.

Robert: Isn’t that something? As they say, the harder you work, the luckier you get. If you have this networking mindset and this openness, the connections start happening in a whole different way.

Andrea: You know the definition of luck is “laboring under correct knowledge.”

Robert: You have so many of those, Andrea. You’re good at that.

Andrea: I write them all down. That’s what made my books!
Robert: To expand your affiliations, your network, you have the 2-2-2 Strategy, Life is a Network, Centers of Influence, Likeminded People, and Meeting by Chance. Turn the page, and here you have an Action Plan. This is something to work on after the teleclass today.

What are the specific actions you can take to increase your affiliations with business networks and networks of prospects? Jot down some of the things you’ve learned today, but be more specific about what you can do.

“I can join that organization.” “I can start to affiliate with more likeminded groups such as so-and-so.” Just list a number of things that you can do to increase those affiliations.

Once you’ve started to affiliate, we’re going to talk about ways that you can specifically get more familiar with people in a networking context.

What are the key things you can do once you develop your affiliations to become better known by the people you meet? What is number one?

Andrea: I say number one is business cards. That is just part of what I call your Networking Tangible Toolkit.

You have to have your business card with you and make it stand out. Does it say something on it that shows how you want to be remembered? Does it get somebody to say, “Really? Tell me more about this,” or “What exactly do you do?”

Robert: People get a business card from you and then they look at the card. There’s one I call the “McGeneric” card. It costs $19.95 for 1,000 of them. Unfortunately, a lot of people have them. I say those are the most expensive cards you can have because they have no impact whatsoever.
It’s better to pay a few hundred dollars for a nice design, a nice look, a nice feel, and a nice color. At least that provides some connection.

**Andrea:** That’s exactly right. Maybe have something on it like a tagline. I think a lot of times people in real estate have their picture on it or things like that. Have something so that when you give the card, someone might say, “So tell me a little bit more about what you do,” but they’ll always have something right there that says enough about you.

You don’t want to have it be too busy or too wordy, either. I saw a card once that I couldn’t even read. It was in little print. I think the person’s whole life was on there.

**Robert:** Yes, and it was in four point type.

**Andrea:** Besides just having your business card in your Tangible Toolkit, you need to always have a nice pen with you.

**Robert:** Not just having a Bic pen?

**Andrea:** Definitely not or not, as somebody said to me, the Holiday Inn Express pen, when he was meeting with somebody he really wanted to make a good impression on.

The idea is to have a nice pen and notepad with you so that you can write things down. It’s part of our presentation and our image. That’s part of what I call your Networking Tangible Toolkit that you have with you with your card.

**Robert:** Any time you go out of the house, any time you could potentially connect with people, and of course to business events, you have that.

That’s the business card in your Tangible Toolkit. What is number two?
Andrea: It is “Know Your Introduction.” There are plenty of talks about your 20 second introduction.

When people say, “Who are you? What do you do?” people too often give a whole educational soliloquy about themselves, and people forget or they get what I call MEGO, “My Eyes Glaze Over.”

Robert: They give too much, in other words?

Andrea: Yes, they give too much.

Robert: I call it the Audio Logo.

Andrea: That’s exactly right. You have to have that benefit statement in there.

Robert: What’s the one that you use, Andrea? If I say, “What do you do, Andrea?” what do you say?

Andrea: Sometimes I say, “I remove stage fright,” and then I stop.

Robert: That’s very simple. “I remove stage fright.” That’s interesting.

Andrea: Before I tell them really what I do, I say, “Well, what is it you do?” They almost forget that they asked me what I did because then I start talking about them. Then I can relate back.

I say, “You know, for example, when you go to a meeting with your senior management and you have to get your point across? I come in and work with people on how to sell, get their points across and market themselves effectively, whether internally or externally.”

That could be for one audience. For another audience I might say, “I take the anxiety out of networking and presentation skills. I’m a human Prozac.”
Robert: Did everyone hear that? A little humor doesn’t hurt if you know how to deliver it correctly.

Andrea: Yes, if you know how to deliver it. A lot of people say to me, “I can’t do that.” I say, “Then say what you do. What’s the benefit that you give to customers?”

Robert: Without having a label like, “I’m a management consultant.” Who cares?

Andrea: Nobody understands that, or people have an assumption. We know what happens when you assume. People’s eyes glaze over. At least say something so someone can say, “How do you do that?”

Robert: So they can say, “How does that work?”

Andrea: Yes. Then what you want to do is go into the second part and be able to say, “Okay, let me tell you how I do that. But what do you do?” Then start getting into a rapport.

You start to find likeminded interests. All of sudden, people start to develop the key thing, rapport.

Robert: One of the worst mistakes we can make is when people say, “What do you do?” and then 10 minutes later, after you’ve stopped speaking, you’ve absolutely lost them. It’s the give and take. We could actually put that as a sub-point for number two.

A big part of this is the give and take. Make it a conversation, not a pitch.

Andrea: It should never be a pitch because then people get turned off because somebody’s trying to sell them.

It’s also, as you know Robert, how you say something. For example, when I told somebody I was doing work for Mayor
Bloomberg’s office, for the Office of Disability, they said, “No, Andrea. You were commissioned by Mayor Bloomberg’s office.”

It turned it around. Whenever I said that, people were like, “Really? How did that come about?”

**Robert:** When you say “commissioned,” it’s a more powerful word in that context.

**Andrea:** Think about the way you use what I call your verbal connection. What kind of language do you use? It’s not just what you say. It’s how you say it and how you present it.

**Robert:** Know your intro. Know it flat.

The other thing that gets me is that people, even if it’s a short one, they recite it as if it’s overly scripted, sort of in a sing-song methodology. “I-help-people-reduce-the-interface-between... whatever it is,” but it doesn’t sound conversational.

**Andrea:** They’re canned. It’s all in the presentation. You’ll have different ones for different audiences, for every single person. It’s just like when you go to a different client, you sometimes have a different presentation.

My good friend Vicky told me that one night she made dinner. It was wild rabbit with honey mustard over brown rice, sautéed with zucchini over pine nuts. I said, “You took what somebody else might say and we would just hear ‘whatever’ and you made it into this mindset, this picture, where we were like, ‘I want to go to your house!’”

**Robert:** That’s like it would be on a menu.

**Andrea:** That’s exactly right. That’s what people need to think. What is it in that one first impression that will make someone say, “I want to talk to that person again”? 

Robert: The irony of it is you have to really practice it and get it down so that it can sound spontaneous and flow off your lips. Then you could say it 27 ways slightly differently and it would still say the same thing, but come across naturally.

Andrea: There’s always a different audience.

Robert: So we’re on the same page with this. One is your business card and Tangible Toolkit. Two is “Know Your Intro.” What is number three?

Andrea: It’s “Create Connections for Others.” That’s why I always ask, “How do I know when I’m speaking to someone you might want to meet, Robert?” Listen and learn. People forget to do that, but listen and learn. You always gather vital information.

When I put people together, I’m always thinking, “How can I put so and so together?” It’s because I think there might be some synergy between those two people.

We only do that with people we know, respect, and like. This takes a little bit of time, but the reality is that when you give someone else something first and you create a connection without any kind of getting anything back for yourself, you know that these two people might have some kind of synergy.

It’s like a chess game. You have to really think it through before you make that move.

Robert: What happens out of you making those kinds of connections? What good does that do you?

Andrea: Down the road, without keeping score, things have a way of coming back.

Robert: That’s absolutely true. You’ve probably seen it over and over again.
Going in, you have to have some faith about this if you haven’t done it a lot. Believe Andrea. She’s a master of it. It’s happened 1,000 times with her. After a point it’s just, “Well, of course I’m doing this because I realize it’s going to come back in some way.” It comes back in an unexpected way in many cases.

**Andrea:** There’s the key. One thing I have to say, Robert, is that I have had 1,000 things happen for me, but there have been maybe 2,000 where I never heard back from people, things didn’t come back, or no one said, “Thank you.”

You have to be willing to remember that not everyone’s going to remember to do those things. So, never keep score. That’s what I try to tell people. In the end result, it all washes out.

**Robert:** It creates good karma for you, as they say.

**Andrea:** It does. What goes around comes around over time.

**Robert:** It makes it more fun, too, because you’re not holding on. You’re giving out, which is a more joyful, fun experience anyway.

When we go into networking activities, we’re often thinking that too much, “What can I get myself?” No wonder we don’t like it. It just isn’t fun from that point of view.

Number three was “Creating Connections for Others.” And number four is?

**Andrea:** It’s “Stay in Touch.”

**Robert:** Tell me more about that.

**Andrea:** I have a system. I’m a huge believer that the way you stay on people’s radar screens is to stay in touch. Always, there are reasons to stay in touch. To say, “Thank you,” or “I saw an article you might be interested in,” or all kinds of things. Every
single day, I do what I call my power of twelve. People might be getting nervous when I say that. “She does all of this?”

I always find out people’s preferred method of communication. When I meet somebody and if I’m going to stay in touch and follow up with them, I might say, “What’s your preferred method?”

I could say that to you, Robert. What’s your preferred method of communication?

**Robert:** It’s email.

**Andrea:** Okay, he said, “Email.” So, next to your name in my contact list that I keep you on, I have an “E.” Someone else might be a phone contact.

What I do religiously is go through my database. Besides my normal day, I will send out three emails today to people who are email-preferred and three phone messages, just to touch base. There’s always a reason to do that, to say, “Thanks for the referral.” “I thought you’d be interested in this article.” You might say that’s only extra six things you do.

I’m a huge believer, as you know, in the power potential of the handwritten, personal note. I call it your 39¢ Investment Plan. I do three a day, religiously.

**Robert:** You do three thank you notes religiously?

**Andrea:** I do three a day. Somebody might say, “What if you don’t have anybody to thank?” You can always say, “Thinking of you.” It can just be a note.

By doing three a day, at the end of the week it’s 15. At the end of the year, it’s over 750 connections with people, just to be in touch.
Robert: That adds up, just like creating connections for others. It creates that visibility, that memorability.

You have to remember that people don’t wake up in the morning thinking of you, with your name on their lips, because there are 10 million other marketing messages to distract them. You’re trying to cut through that clutter and have more consistent visibility with prospects.

Andrea: How nice is it when you go home at the end of the day and you have a note waiting for you in the mailbox? Even if I don’t get an assignment, I do say, “Thank you for your time and consideration.” It’s things like that.

That’s only nine things and I said 12. Somebody taught me this in one of my seminars. They go through the alphabet. For the day of the month that it is, they go through that letter of the alphabet.

Guess what today’s letter of the alphabet is, by the way?

Robert: The 24th is X.

Andrea: I don’t have anybody whose name starts with X in my database that I can even just touch base with. That’s a bonus for you. Then you can go back and think of somebody else.

Who do you want to say hello to or thank? Could it be a client or a contact? Somebody you met recently, or somebody you do business with all the time? Your best clients are also your best advocates. Just touch base with them.

You have to stay in touch because then you’re on somebody’s radar screen in a nonfattening and legal way. You’re just doing it as a pleasant, wonderful thing to do.
Robert: In the past, I have called people for no reason or because I was just thinking of them. I don’t do it as much as you, Andrea. You’re someone we aspire to be.

I call someone just to be in touch and suddenly they’re saying, “Can you help me with this?” I’m sure you find that all the time.

Andrea: Yes, I find it all the time. The thing is that it’s fun and easy to do. You’re reaching out and you’re sharing with people. “I don’t know if you saw this.” “I just wanted to keep you in mind about this.”

Robert: If you’re out of touch with people and work is slow, when you call and say, “Hey, do you have any work?” then you’re a pest. We call that “marketing calls.” It’s not what you want to be doing. If you stay in touch all the time, it flows much more naturally.

Andrea: I have one thing I have share, which is another reason. I call it my “thank you chain.”

My thank you chain is I always go back to the initial point of contact any time I get a piece of business or anything. I go back to whomever I met first.

It could be related to people that may say, “I don’t even work with that person anymore,” or “I don’t even know that person,” but it gives me an opportunity to be on their radar screen and say, “Thank you.”

There are some companies that I work with that I do a thank you note or a call 30 deep.

Robert: You go 30 deep?

Andrea: If you’re organized, and I’m sure everyone out there listening is. If you’re not, I would say go back and organize everything at
least so you know where everything is. Then it makes it really simple to do this.

**Robert:** The thing is some people not only don’t do it 30 deep. They don’t do it one deep.

**Andrea:** That’s what I’m saying. Be like a vitamin. If you do one a day of any of the things we’re talking about, you’ll be ahead of 90% of the people out there.

**Robert:** So that’s number four, to stay in touch. It also includes things like ezines, etcetera. I call it my “keep-in-touch marketing system,” the ezine they get on a regular basis. There are variations on the theme for this.

**Andrea:** It’s all of that. I just say notes, but it can be articles or things that you’ve written. I’m doing one today where it’s going out to my whole database. I was in the *New York Times* and Associated Press last week. Why not send it out just to say, “FYI, I wanted to share this with you.”

**Robert:** The thing is, Andrea, you could call virtually anybody on your list and they’d take your call because you’re not a stranger.

**Andrea:** I’d say they would take my call over time. People don’t always follow my rules to call back within 24 hours, but at least they usually call back within a week.

**Robert:** You’re not a stranger because of keeping in touch.

The last one on this page for increasing familiarity is number five.

**Andrea:** It’s “Keep It Simple.” I believe in the KISS principle, “Keep it Simple, Sweetheart.”
The thing is, don’t do too much. My notes are two lines. It’s the same with my phone messages. Less is more. Have ways of simple execution, just so that you’re touching people.

Reach out to them, but surprise them. Send them something. Just don’t make it too difficult for your self. If it overwhels you, any of the things we’re talking about, you’ll do nothing.

Robert: Do you put thank you notes in your purse so that if you’re on a bus or something, you can pull them out and write them?

Andrea: It’s funny you say that. This past weekend, I was out in New Jersey. I went out on the bus to see some friends. I had 15 note cards with me that were already stamped. I had them all done by the time I got to where I was going. I saw the postman and dropped them off with him.

I always have them. That’s part of my Networking Toolkit. My Tangible Toolkit is always carried with me, note cards and stamps.

Sometimes in my workshops, I actually have people write notes. I’m doing one at a big securities firm this week and I’m providing stamps for everyone.

Robert: Yes, to get the ball rolling. That’s great.

Andrea: It’s a lost art today.

Robert: It is. We get too much email but definitely not enough real mail, and that’s what we open first.

Andrea: Yes, or we save until last and then we savor it. Even if you send an email. I’m a huge believer in email. I always send an email. Two days later, after you’ve received 3,000 more emails and you get that note in the mail or that card, you’re going to remember that person.
Robert: That’s very good. So, part of keeping it simple is having little systems.

It’s like a place for every thing and every thing in its place. You keep it simple so you know where it is and what to do. You have your database organized. Then it happens a lot easier. You don’t have to create from scratch every time.

Turn to page five, “Action Plan from Affiliation to Familiarity.” Write down some of the specific actions you can take to increase your familiarity with those you’re already affiliated with. Do this after the teleclass. I’m sure you have a lot of good ideas.

Write down three, four, or five specific things that you can start to do now to increase that familiarity. Some of those, you can turn into long-term tactics and strategies, things that you can use for years. It’s not just a one-time activity.

We’re on to Part Three, Providing Information, on page six. Once prospects recognize you, feel they know you, and you’ve been in touch with them, what can you do to help them better understand what you do and how you can help your clients?

What are the materials that you use that help in that process?

Andrea: One thing is a One Sheet, listing all my services.

Robert: So that’s number one, the One Sheet. I often call it an Executive Summary. It’s the same idea.

Andrea: People say, “I thought you just did that. You also do this?” I say, “Yes.” I try to have all my different services, and then a grabber about them. What’s your “So what?” factor? Make it simple.

Robert: What are the headline and the opening on that sheet?
Andrea: People always say “network.” I say “relationship marketing, how to build sales” depending on what the audience is. I change them all the time.

What is it that can make somebody go back to their management or their team and say, “We ought to have this woman come in because she’s going to teach our people how to increase their business”? It could be to sell more, market more, be in front of the customer more, or whatever it is.

Robert: How many services do you list on the One Sheet?

Andrea: I have maybe eight different ones on mine.

Robert: Some people have fewer services than that. You can say a little bit more about that one service you do.

Andrea: I have different ones all the time. As everybody knows out there, you have to know your audience and who you’re speaking to at that particular time.

Robert: When do you give out this One Sheet to people?

Andrea: Only after we’ve developed a rapport and they say, “How can I follow up with you? How can I learn a little bit more about you?”

Robert: Then you say, “I have a One Sheet. I’ll send that to you.”

Andrea: I say, “Let me email that to you. What are you specifically looking for?”

Robert: You email it as a PDF?

Andrea: Yes, I do. I say, “What are your strongest interests?” Some people only know me as teaching presentation and platform skills, or for media training before you go on radio or television. Then they say, “Oh, you teach relationship marketing, too?”
It’s like a department store. If you tell too much right at the first, they’ll say, “What? What does she do?” Make it simple, and make it easy for other people to refer you.

**Robert:** You’d have your website address on that sheet with all your other information, I assume?

**Andrea:** Yes, it has all my information.

**Robert:** That brings us to number two, the website itself. Most of the people know on this call that I’m a fanatic about websites. I wrote a [Website ToolKit](#) and everything.

Tell us how you use or leverage your website to educate people in your network. Tell me what you do and how you use it.

**Andrea:** It has everything on it. A lot of times instead of sending people a lot of material, I tell them, “I can send you a lot of things. However, the thing that would probably be the most helpful would be to visit my website because I have everything there.”

I have all the different programs I offer. They can see me in action speaking. They can see my books. They can see articles in the article archives. They can see who some of my clients are.

People go there and take a look first. Then I can call them back and customize whatever it is they’re looking for.

**Robert:** Do you update your website frequently?

**Andrea:** Yes, I do. There are always new articles. For example, tomorrow I’m going to be speaking at this conference. We sent out something on that, just letting people know where it’s going to be and what I’m going to be doing. I’m always adding new things. As you know, I send out my tip of the month. It’s things like that.
Robert: Does someone help you with that, or do you do it yourself?

Andrea: Are you kidding? I’m a huge believer in delegation. I don’t do any of this stuff.

Robert: You just send an email and they pop it up for you?

Andrea: Yes. Today, as we’re sitting here, I have my wonderful bookkeeper who’s here every two weeks doing all of my billing and invoicing and everything like that. I have a virtual office. I also have eight contractors working for me.

Robert: They’re doing various programs?

Andrea: Yes, all the time. You can only be one person doing one thing all the time. You have to be out there continually marketing, selling, and doing your work, but you need to have people around you also that help you.

Robert: That’s a little addendum on that. The tip for everybody is you have to keep your website updated. Put new stuff on it. Put on articles. Put in an archive.

I’ve known people that created a website and three years later, they haven’t changed one pixel on the site. It’s a mistake. You invested a lot of time and effort to do that. Find a way to get it updated. You don’t have to technically know how to do it.

Andrea: It’s like voicemail when people say, “Hi, this is so-and-so and it’s December 13.”

Robert: Or, “Our next program is January 1.” You’re really going to lose your credibility. You see this all the time.

Andrea: Exactly. The next one is a newsletter or ezine, which we’ve been talking about. I am in touch with my connections 16 times a year. I have a tip of the month that always has information on it,
and my quarterly newsletter. They’re all via email. They’re educational and business-oriented.

**Robert:** You used to do a hardcopy newsletter. You’re no longer doing that?

**Andrea:** No. Do you know why? My database, my group of people, got so large. I used to always write a little note on it.

**Robert:** I know, but it got to be a little too much.

**Andrea:** Now it’s up to 6,000 because people will refer to other people. One of the real estate companies that I work with sends it out to all the brokers in the group. Then I have more people referred on that. What happens is on all those different things, it just grows. When anybody responds to me, I write back.

I don’t know if you know I lost my wonderful mother in January. I actually did a story about her in my January newsletter and I received 850 emails. I responded to every one of them because every one told me a story.

People said, “How could you do that?” I said, “Very simply. I hit the reply button for every single person.” For each person, it really made a big difference. I said, “Thank you. Your words mean a lot to me.” They really did.

I would take what they wrote, cut it, and then paste it into their information part in Microsoft Outlook. I pasted in what they wrote. Whenever I go back and talk to them, I remember what they wrote.

**Robert:** That really creates a bond, not only business-wise but emotionally. With your approach, the people that you’re doing business with feel more like friends than just business partners.

**Andrea:** That’s what we’re talking about. We’re talking about relationships.
Robert: After all, it’s friendship. They are your community.

Andrea: That’s what I think people forget sometimes. That’s what it really is. Even my newsletters are kind of funny. Someone said, “Why are you standing in this newsletter with a pitchfork and a horse?” I had it done in Illinois where I grew up.

Robert: I saw that one.

Andrea: A few months ago I did it with Africa, me standing with a Masai warrior. I like to have a little bit of fun, too. Then people also get to know the kind of person you are.

Robert: The thing I like about what Andrea’s doing here is she really does keep it simple. She doesn’t do a 20-page article. She has something that’s nice, interesting, memorable, and useful. Anybody can do this.

We say, “I don’t know what to write.” I say, “Think of 10 problems your clients have and write an article on each of those problems.” It’s not that hard, folks. You have to do this.

That’s the newsletter or ezine. The next one is number four, articles. Tell me about those.

Andrea: Articles are your own and others’. For example, I write articles all the time, but it’s just like you said. Everyone on this call has a service or product, something that they are marketing in their business. Write an article, “Five Tips on What the Housing Market is Doing” or “Five Things to Know about This.”

You’re not making a commercial. You’re just writing an article. Even if the article doesn’t get published by anyone except yourself, you go to Kinko’s and just send it out to your list, you’re writing things. You can send it to, for example, religious associations or your health club or your local newspaper. There are all kinds of ways.
Robert: Or you can get it published on the Web. There are a lot of services now where you submit the article and then they submit it hundreds of websites. You can’t do that if you have written a few articles. You can take one little aspect of your business, one problem, issue, concern, area, or even a case study, and you can write some kind of article about it. (Two of these services are www.thephantomwriters.com and www.isnare.com)

People tell me, “How can you do this?” The truth is I could write one every day. There’s always some new idea, something happening in your life, something that happened with a client. It doesn’t have to be a work of art. It’s not Tolstoy here. It’s just some useful information, how-to, that kind of thing.

Andrea: That’s what I think people forget to do. It’s the simple things.

Robert: So we take six months to write an article, which is crazy. It should not take that long.

Andrea: I know. It should not take that long. That’s another good homework assignment. Write down five things about your business or services that you provide and turn it into an article.

Robert: There are endless possibilities. If you can’t write anything about your business, you might be in the wrong business.

Are you just in it for the money, or is this something that you have real affinity and passion for? If you do, you’re going to come up with good information. If not, you have to question that.

Number four is articles. Number five is what?

Andrea: It is Premiums. This is something that you give out to people. It’s sort of your brand in motion, if you will.
I always tell people that when they’re on the phone, to look in the mirror so that they see the expression on their face. When you’re speaking or when you’re out selling and marketing, you don’t have a mirror in front of you. You have to remember how you looked when you were talking to somebody on the phone. I give out mirrors a lot of the time.

**Robert:** A little mirror that has your name imprinted on it?

**Andrea:** It has my name, my address, everything except my Social Security number! It has how to reach me, where to reach me, everything.

**Robert:** That is a great little premium. It is 2” by 2” or something small?

**Andrea:** Yes, it’s something people can have it on their desk. It’s just a little thing to remember me by. I also send out lots of pens.

Here’s where my pens are a little different. I don’t have my name on them. I give nice pens. I give them to people, and they always remember who it came from. I give gifts, candy, and things like that.

One year for the holidays, I gave away a light bulb filled with mints that said, “Great ideas come one at a time.” It said “the Nierenberg Group” on it. It is things like this that are going to make you stand out.

**Robert:** These, especially, would go to clients. You couldn’t send this to every person in your network.

**Andrea:** I have to tell you, you have to remember who you’re talking to. I’ve written two books, as you know. I’m a huge believer. I’m convinced. I buy my books from my publisher. I give away one a day.

**Robert:** The book itself is the premium, and probably the best premium of all.

Robert: That sounds like a lot of money. What does it cost for each of those books?

Andrea: I pay $10, so people can do the math.

Robert: That’s $35,000.

Andrea: I know. Not everyone’s going to do what I do, but I sold 45,000 copies of my first book.

Robert: That’s pretty good, but how many projects do you have to get to pay for that $35,000?

Andrea: It depends on what I’m pricing. We’ll have to go into negotiation class now!

Robert: It’s probably two or three?

Andrea: That’s probably right.

Robert: So over the period of a year, giving out that kind of thing can pay for itself many times over.

Andrea: If you’re in business, you know that you have to invest in your business. That’s what I always tell people. You have to think of what your budget is. How much are you willing to invest? You have to do it. We all do.

Robert: It’s the cost of doing business. It certainly is more effective than placing an ad in a newspaper or something ridiculous.

Andrea: I’m a former magazine publisher, so I used to sell magazine space. I can tell you that you’re 100% correct. You’re exactly right about what we’re talking about. That’s what it’s all about.
Robert: I can attest to this. I reconnected with Andrea and asked her to do this teleclass. Within a week, there was the book. Then I used the book to do research to figure out what we were going to talk about today. I got reconnected with her, and now here are several hundred people that are learning more about Andrea. It’s practice what you preach.

We have the One Sheet, Ezine or Newsletter, Articles, and Premiums. Turn to page seven, “From Familiarity to Information.” You should jot your plan down here after the teleclass.

What are the specific acts that you could take to provide more information to those prospects you’re already familiar with? You should have a lot of ideas here.

One thing I say is everybody that you ever connect with, get them that One Sheet or an article. It’s not, “I handed out five articles in the last three months.” No! Hand out dozens of them. The more, the merrier. After all, unlike a book, that doesn’t cost you anything because you can send it by email. You get that system in the same way.

People get an article from me or a report, my *Marketing Plan Workbook*, every time they sign up for the email newsletter. I have lots of information going out there, and Andrea even has more.

Andrea: You’re the best at what you do, bar none. You know it. You are great.

Robert: Thank you. We’re definitely on the same page with all this stuff, as everyone can hear.

Andrea: I know. They’re common sense things, isn’t it? There’s nothing here that’s a brand new idea, but everything old is new again.
Robert: Andrea and I turn this into systems that we can do over and over again.

There are a couple more things here, like “Deepening Experience” on page eight. Once prospects know more about what you do and how you can help them, what else can you do to give them an even deeper experience of who you are?

The whole thing is the more people know you, like you, trust you, and experience you, then when they think, “Who can help us with this?” it’s Andrea or me or whoever rises to the top of their mind. Here are other things that you can do.

Andrea: You can do Speaking and Writing. You do these so you can stay on people’s radar screens. Even being in for business 13 years, I do one pro bono a month, and that leads to so much.

Robert: You do pro bono at like a professional group?

Andrea: I’ll do a program. Whether it’s presentation skills, marketing services, networking to grow your business, sales and marketing, whatever it is, I do one pro bono a month because you never know who’s there, who hears you speak, and you hone your skills.

I will also write articles. It’s like we were talking about before. Just write them. People call me all the time and I say, “Let me change around one of my articles to make it for your audience. Give me some information about that.”

Every single person can be speaking, writing, and doing things like that all the time. People say, “I’m a little nervous when I have to get up and do presentation skills or speak.” You know what? Practice makes better practice. Do it. Get on a panel and become an expert. People always want good speakers or people who have a knowledgebase.
I just joined the Rotary Club in New York. I belong to a lot of different groups, but that one I was a speaker at and I liked the group there. It’s 2-2-2 Strategy. If I make one new contact and it turns into a connection, I can offer some suggestions to them or make a friend. Then guess what? It’s worth it.

Robert: I have this saying, “If I was parachuted into a strange city, didn’t know anybody, and had to start marketing myself, the first thing I would do is set up speaking engagements.” I’d network as well and do all these other things but if you can get in front of a lot of people as a credible expert right away, that can leverage you almost faster than anything else.

Andrea: Just on this call, we have people from the whole United States represented here, plus outside the country.

Robert: So, speaking and writing in all their forms. That could include teleclasses, webinars and all kinds of presentations, live and not live.

We talked about writing with the articles. By the way, writing and speaking go hand-in-hand because a talk can turn into an article and an article can turn into a talk. It’s all information. Therefore, we call it Info Guru Marketing. That’s my phrase.

Andrea: It could turn into a book. I tell people to do what I do. They say, “How do you remember what to write?”

I just have a running log of vignettes and stories. I have 38 pages of them from the last few months that turn into things I can talk about in my workshops, in my seminars, or in another book. They’re everyday things.

Robert: It is everyday things. It’s the little things, and those are interesting. You have story after story in your book, and all the principles are based on those stories.
Stories, by the way, are the most powerful, persuasive tool. It’s you telling these stories and examples that have people’s light bulbs going and saying, “I get it. That’s what I could do.”

What is number two on Deepening Experience?

Andrea: It’s “Be a Resource,” be the go-to person. As you said before, if you needed something in New York, you could call me. If I don’t know it, with a few phone calls within my network of people I know, somebody could do the job for you. Be a resource for others.

Robert: I think that’s clear. We talked about some of that earlier. Be a resource. What is number three?

Andrea: It’s “Create Alliances.” Find people who even do what you do. For example, I have eight people who work with me in other cities. When I need big groups for different projects I’m doing, I contract other people. I have four other service providers that I created alliances with because I can refer them.

The thing is no matter how small your business is, you can act like a larger organization because you have these professional alliances with people.

Robert: This isn’t just associates that you know. These are people that you have a more formal arrangement with without having employees?

Andrea: Yes it is. It’s much better.

Robert: We should always be thinking of that. “Who could I refer someone to?” Then you get a percentage of that work.

Andrea: Yes. It’s over time, as I said.
I just recently did a bunch of pharmaceutical programs where we did a lot of public speaking training for different programs. I needed eight trainers.

I have people I’ve worked with over time and I know their work. I was happy to say, “Would you like to work with me for these particular dates? This is what you’ll be paid. It will all come from me.” They were happy because I already did the marketing, the selling, the handholding and everything. They come, do the project, and get paid.

**Robert:** Number three is “Create Alliances.” What is number four?

**Andrea:** It is “To Know, Like, and Trust.” Before anything happens, you have to step back and remember that these are the key things. You have to spend the time to get to know people and be a person that people know. It’s all the things we’re talking about so that your name is more visible out there.

**Robert:** In some ways, everything we’ve talked about kind of distills down into number four because they know you, like, and trust you. That says it all, in a way. Everything you’re doing is going towards that.

If they don’t know you, like you, or trust you, forget about it.

**Andrea:** It’s back to their reputation. In fact, the person who opened up the door for me for these pharmaceutical programs was somebody I worked with eight years ago. Over the years, we just stayed in touch with notes, cards, and things like that.

I didn’t do any work with him. He changed jobs and moved around. Then he remembered me and opened the door for me for three very large projects. It takes time, everybody. That’s the thing.

What Charles Revson, the head of Revlon, said about his advertising was that 50% of his advertising didn’t work. He just
didn’t know which 50%. You have to make sure that you just do this with all the people on your list.

**Robert:** What’s number five?

**Andrea:** It is “Skills and Knowledge.” Write down what you do, your skills and knowledge. Things that you think could help others. For example, somebody might be good at writing, or they might be good on a computer. They may have a knack for finding suppliers.

What is it that you are really good at? Have it on your computer somewhere.

This was actually in my January newsletter. I listed different things about starting to communicate in a way that people will know about you. You can always be saying, “I’m good at this,” or “I can improve on this area.” Help people fine tune their way of being able to refer you.

**Robert:** I had an exercise like this in one of my marketing action groups. We asked everyone to list, “What are all your skills? What is your background? What are you especially good at? What experiences do you have that qualify you to do what you do?”

When people went through that, they had a whole different level of self esteem and confidence once they’d articulated it.

This is something you can’t fully do inside your head. A few ideas do rattle around. Start to just write it all down, every skill, every ability, every talent, every resource, etcetera.

I’ll recommend another book. It’s called *Brag*, by Peggy Klaus. Do you know Peggy?

**Andrea:** I know her writing. It’s a great book.
Robert: She has that whole exercise in the book. We’re actually going to have Peggy on a future teleclass. It’s a great exercise.

Andrea: Another thing is write things down because no matter how sharp your mind is, it’s still weaker than the palest ink. I believe in having it in front of you, written down on your computer, so that you can say it, print it off, and know what it is.

Robert: “Why are you qualified to do this, Ms. Nierenberg?”

Andrea: That’s exactly it. Then you can say why.

Robert: “I don’t know. We’ve been in business five years,” doesn’t quite cut it.

Andrea: People go, “That’s nice, but what are some of your accomplishments? What have you done? Give me an example. Who was a client you worked with? What did you do for them?” All you’re doing is making your presentation that much punchier, better, and where it really just flows right off your lips.

Robert: Some of this of course can go right into your website. A big part of your website should be case studies. Write down a whole bunch of case studies.

A case study is a story that shows, “We went in. This was the situation. We did this, and this was the result.” Case studies are very persuasive.

Turn to page nine, the Action Plan for “From Information to Experience.” What are the specific actions you can take to expand the experience prospects have of you after they receive information from you? There are many things. Write down a few that you can start to work on right away.

The last piece is often a difficulty for a lot of people. You’ve made all these connections. You know all these people. They’ve
had an experience. At some point, we often have to say, “I’d like to get together with you and see if we can explore this further.”

It’s great if somebody calls you, and I’m sure a lot of people do call you. But sometimes, unless we make an overture and suggest an appointment, it doesn’t happen.

We have some ideas that can make getting appointments easier.

Andrea: The one thing is to Ask For It. People sometimes don’t know.

Robert: You mean just ask?

Andrea: There is a person to ask. If you don’t know, you can always find someone who might be able to provide you with some help.

For example, I’ve been trying to get into this one company to do a particular type of project. I know someone else in the organization who I’ve worked with before. I asked for her help. I said, “Who would I be able to talk to that you might suggest, and would it be okay to use your name?” She said, “Absolutely.”

It was amazing. Just by using the person’s name and saying that I’ve done work with them, which I did, he could go to her. Then I got an appointment.

Robert: It’s getting a proactive referral, not just waiting for a referral.

Andrea: You have to ask for things.

I always tell the funny story about being in Africa and the Masai warrior that I met. They have no electricity or anything, but he still emailed me. He went into the village and emailed me.

I sent him a copy of my book. He also admired my watch. He wrote me a letter back, an email. It said, “I got your book. It’s now displayed in the village. Where’s the watch?” He was asking for something.
Robert: Where’s the watch?

Andrea: Yes, he wanted my watch. Ask for what you want.

Robert: Did you send it, or was it a Rolex?

Andrea: No, it was a little bit of a cheaper watch. I did send it.

Robert: What a connection you’d make to them! Would that ever come back to you in business? Who cares, but you never know.

Andrea: It’s funny because when you said, “Who cares?” I have that motto. The motto says, “Who cares, wins.” When we care about something it comes back.

Ask for it, that’s one thing. Then it’s “Articles and Notes.”

“For, I saw this and thought you’d be interested in this article,” or “I saw this about your company. Perhaps we can sit down and talk about it.” Sometimes when you send this to people, you get a response, “Yes, we should meet.”

Robert: It softens the contact between just calling somebody. “Here’s some information.”

You’re giving something away. People appreciate that. It warms them up just a little bit to take the call, to talk to you, to take the next step.

Andrea: We have at our fingertips, on our computer, so many research engines. You can always go online, research the organization, and then maybe send an article or something that you read about them.

I’m careful now not to say “Google” all the time. The reason is I was a speaker a few weeks ago at Bloomberg, Mayor Bloomberg’s big securities firm. It was one other speaker and
me. I started to go into the thing about research and, “because we have Google, you can do everything.” Then I realized that the other keynote speaker was the head of Yahoo. As I realized it, I said, “Yahoo people.”

Whatever it is, the idea is to do your homework. Do your research, and then send things out to people. Then suggest a meeting.

**Robert:** If you can find out something about that company and show that you understand them, you know that company and know some of their problems, it makes you more interesting.

Just calling someone cold when you don’t know anything about the company is crazy.

**Andrea:** It’s idiotic.

People say to me, “How do you get into some of the companies that you get into?” It’s all because it’s someone that referred me. I always stayed in touch with them. That goes to number three, Handwritten Notes.

I saw recently that somebody I’d worked with at another firm who I’d been in touch with all along, following his progress, had just left to be the head of private banking for a large bank. I sent him another note.

I said, “Hi. I just saw this. Congratulations! I wish you the best of success.” I got a handwritten note back from him saying, “I’ve arranged this. You’ll be getting a phone call from our head of training,” which happened last Friday.

**Robert:** Wow! It makes me wonder how you can even fit this call in, Andrea. You’re so busy.

**Andrea:** You know that for you, Robert, anything! That’s the truth.
Robert: Yes. She cancelled a $10,000 project for this teleclass!

Andrea: No, I’ll just have to do it later.

Robert: So, the handwritten notes are important.

Andrea: Anybody that knows me knows that I’m a huge advocate of this.

Robert: You call it your trademark because there probably are not many people doing it as well as you do.

Andrea: Do you know what it is? A lot of people just don’t do it. It’s old fashioned, or people don’t do it anymore. I just believe in it.

I was speaking at a college this morning and I showed everyone in the class a pen. I said, “We used these when I was in school. Pens are great. Just write things down. Send a note to people.” They didn’t even send thank you notes after job interviews or sales calls. It’s key.

Robert: If no one else is doing it, you stand out like a sore thumb.

Andrea: That’s what we want.

Robert: That’s the key. You can distinguish yourself faster, easier, and less expensively. As you call it, it’s your 39¢ Investment Plan.

Andrea: “Being Creative” is number four. I have a great story about being creative. People might say, “I don’t have a book,” but do you know what? You’re all writing books now, or pamphlets. It could be anything.

I walked past a large bank in New York a week ago today. In the glass window of this person’s office, there were two other business books there.

Robert: What were they doing there?
Andrea: I don’t know. Maybe the company gave them to them. I said to myself, “I’m going to bring this person a book.”

Last week, I saw who was sitting there through the window. I walked in and said to the assistant, “I see that so-and-so is a leader. I noticed as that I was looking in the window, and I thought I’d bring a copy of my latest book.” I think she was taken aback at first. She said, “That’s so nice.”

Then she said, “Wait a second. He might want to say thank you.” I never thought this would happen. He said, “Come in.” I said, “I know, I have guts.” He said, “I like people with guts. Why don’t you sit down?”

Now my book is in the window. I’ve been invited to speak to some other people in the corporation. Remember I said earlier to volunteer your services and do one pro bono?

Robert: Yes, I do.

Andrea: As it turns out, that’s one of the pro bonos that I’m doing coming up. He’s on the board of directors. You never know.

Robert: What is the chance of that?

Andrea: I know. It’s amazing, isn’t it? He’s a senior VP of eight of the branches. They just opened up this new branch, and he just happened to be there. If you don’t put yourself out there and do something creative, you never know how something’s going to come back.

Robert: That’s one of those kinds of things that you never forget. Andrea walked in with the book, sat down, and was with the board of directors. It’s ingrained in your mind forever.

Andrea: Of course, I wrote a thank you note to him.

Robert: Of course you did!
Andrea: I tell people to make it work in your own style. Make it work for you. Take the best and leave the rest of anything we’re talking about.

Robert: We have a last point here, under “Getting Appointments,” number five.

Andrea: It’s “Setting a Goal.” Set a goal. Sometimes it takes a long time. You might set a goal that you want to have three meetings a week, or you want to reconnect with this person, or you want to do this thing.

I know that to get into a large, national bookstore that we all know, it took me eight meetings before I finally got in to see this person. I set a goal. I sent notes. I did this and that. I just had lunch with him a week and a half ago, and he’s become a really nice advocate for me.

Robert: I talked on one of my calls about having a hit list. You have a card and it has five or six companies that you’d like to get into. That’s the goal. “Over the next few months. I would like to get into those companies. I don’t even know how right now,” but you’ll set a goal.

The amazing thing, we call it the law of attraction, is just by being focused on that, things start to happen in our network, the people that we know and email that we get, that provides a connection to those that we wouldn’t have had otherwise if we hadn’t made it tangible and real and set a goal around it.

All of a sudden, it’s ding! There’s someone that knows someone with that major book. It just starts to happen. Not all of it, of course, but if you put it out and make it clear and intended in that way, it’s amazing what will happen.
I know Andrea’s a person of great intention. She’s created this whole thing. All these techniques fit into that like a glove and produce results consistently.

On page 11, write an Action Plan for Getting Appointments. What are the specific actions you can take to make appointments with prospects that are ready to explore working with you?

Some people are already at the Experience level or the Information level. They know about you. They like and trust you. Maybe just a call, a follow-up, or something would get an appointment. You don’t necessarily have to wait around and hope they call someday.

I’ll bet everybody on this list has five, six, maybe even 10 people that are at that level already, that they could call and say, “I’ve been thinking about you. We’ve created this new program. I’d love to explain it to you.”

As you have that level of experience, something will start to happen. Don’t just wait by the phone for it to ring.

**Andrea:** You’ll wait forever.

**Robert:** You’ll wait forever, and you know it’s nice when those calls just come in. The more you do the stuff we’ve talked about, the more that will happen. You will really multiply your business by doing these kinds of things.

Andrea, we’ve covered a lot. We have a few minutes for questions. Why don’t we do some Q&A?

**Andrea:** Let’s do it.

**Robert:** Does someone have a question for Andrea?
Susan: I do. Andrea, I’m also a huge fan of the handwritten note. I like to get them, and I like to send them. Paper-wise, what type do you use? Do you use a note card or business letterhead?

Andrea: I do all kinds. I have some note cards on nice stock that I have printed up. They have my name on the top and my phone number on the bottom for easy access for somebody, and then my information is on the envelope. That’s one type. Then I always buy cards every day at the card stores. I used to have a friend in the card business so I’m always getting all kinds of cards, too. If I learn something about people, their interests and things like that, then what I do is I make note of that also. If somebody’s a golfer, I send a card with a golfing theme.

Somebody said to me recently, “How did you know I love waterfalls?” because I sent a card. I didn’t, but I put that right in their database to know, going forward, that they like those kinds of cards.

Robert: So it’s very personalized.

Andrea: Yes, it’s very personal.

Robert: How about another question, please?

Kim: I do mediation. I’m finding that my marketing is a little different than when I did litigation, where my referrals came from other attorneys who had worked across the table from me. For me, the challenge is for my end client, I need to be a neutral for them. I need to really not know them too much.

It’s almost like I need centers of influence referring me, but centers of influence who don’t see me work. It’s a little more challenging to develop enough credibility that they would feel comfortable to refer me to deal with someone’s divorce, business dissolution, or a very significant event in their life.
Robert: What are some things you could do?

Andrea: You’ve probably written articles about some of the work you’ve done without using names, and things like that?

Kim: Yes, I’m writing a case study for my website. I’m making those and changing them enough so that they’re not readily identifiable.

Andrea: That’s exactly it. I took a mediation course years ago because it’s a lot of what we do in interpersonal communication skills. I’ve met quite a few people at the Bar Association. Are you a member of your local Bar Association?

Kim: Yes, I am.

Andrea: Sometimes maybe it’s even volunteering to do a piece of a program, just offering your services, or speaking about what is mediation today or new changes in mediation. Do it in some local community or venue. Maybe in front of a group of accountants, a group of bankers, or a group of other attorneys. A lot of these are your referral sources.

Robert: The marketing really needs to be around those referral sources.

Kim: Yes, and I’m finding that outside the Bar is really more likely to result in referrals than inside.

Andrea: That’s perfect. Then you need to go where you think some of those would be, and where some of your successes have been. Maybe ask some of the people who have given you business before, “Where else could I go that might be have some opportunities?”

I join associations where my potential clients are, which is why I have a group of them that I belong to.
People will say, “I’m not going to join, for example, the Financial Women’s Association.” A lot of the brokers I deal with will say, “I don’t want to do that because they’re all brokers there,” but for me, it’s great.

I ask, “Where’s your industry?” One financial advisor said she belongs to the jewelry industry association because her biggest target is people in the jewelry business. She’s made a whole business of them. Another one is in the cosmetics business.

Go where your clients are going to go.

Robert: Thanks, Kim. What about our next question?

Monica: Can you tell me more about your Tangible Toolkit and what else you have in it?

Andrea: The Tangible Toolkit is what I carry with me all the time. It’s my business cards, a nice pen, a little Levenger bag or pad where I can write down notes about people as I’m meeting them. I never write on someone’s business card because in some cultures, that’s considered an insult.

I also have two card cases in my Tangible Toolkit, one for my cards and one for the cards I collect. We’ve all made that mistake where we get someone else’s card out when we think we’re giving our own.

I also carry breath mints and a small mirror.

Robert: That’s pretty simple. It’s a little easier for a woman than a man, but a man can put some of that in their pocket or briefcase.

Andrea: They’re things that just make it easy and seamless. When somebody says, “I need to write something down. We’re getting into an interesting conversation. I’d like to be able to write down some of the things we talked about,” you don’t have to
start looking for a Post-It note or something like that. You just have it simply with you.

Monica: That’s great. Thank you.

Robert: We have time for a couple more questions.

Andrea: No one asked about your Intangible Toolkit, which is what you carry with you all the time, wherever you go if you think about Life as a Network.

That’s eye contact, having your ears open and really listening, having good body language, walking with a positive attitude wherever you’re going, and thinking of the fact that you never know who you might learn from or be a resource to.

Robert: Even things like your handshake and your smile.

Andrea: Your handshake’s key and should be in that, too. Sometimes if somebody gives us the “fish” handshake.

Robert: Yes, the “dead fish” handshake. That’s a turnoff.

Kate: Could you just repeat the first two things for increasing familiarity? I don’t need a definition. I just forgot to write them down. It was one page four.

Andrea: The first is your business card. The second is to know your introduction.

Have your business card with you all the time, and make it stand out. Know your 20 or 30 second introduction. What’s the benefit statement? How do you want to be remembered, Kate?

Robert: We’re going to transcribe this talk word-for-word and everybody on the call will get a copy of that, either by the end of this week or early next week. I’ll also send you a filled in
workbook. Not with every word, but with all the key words filled in so you can go over it again if you need to.

**Andrea:** Robert, you’re great. You go beyond. You create the “WOW” factor for your clients.

**Robert:** Thank you. It really doesn’t cost much and it isn’t too hard to do it, so why not? I’m committed to everybody on this call getting value.

We’ve given you a lot to think about today. There’s a lot to do right in those Action Plans. Think it through or in a day or two, this will just be a vague memory. The ideas you’ve learned today can make a huge difference in multiplying you business, in getting better known, and in getting referrals.

We’ve covered some fantastic stuff. This is one of my favorite teleclasses we’ve done, Andrea. It’s been fantastic.

**Andrea:** It’s so much fun talking to you. I’m so honored that you took the time to actually ask me to be on. I really think a lot of what you do.

**Toni:** How do you keep track of all these people and the notes that you write?

**Andrea:** I do it very simply in Microsoft Outlook. I’ve tried other things but for me, it just works in the notes category.

I’ve created something that we’re just now coming out with called “The Nierenberg 28: 28 Things You Need to Know about Your Customers, Prospects, and Clients.” I just write things down as I learn about people over time. For example, how I met them, what they like, what they don’t like, things like that. I put it in the notes category in the little boxes.

Every month, as I get to know people, I write things down in one Word document. Then every month of the year, I print it
out at the beginning of the month. I’ll say, “Who do I need to send a birthday or anniversary card to?” or a promotion card, or whatever.

Toni: That’s definitely in Microsoft Outlook?

Andrea: Yes, it is. There are so many programs out there. People tell me there are so many better programs than what I’ve created, but I always say, “Make the system work for you.”

Robert: The best system is the system that you use, whatever that is.

Andrea: That’s why a lot of CRM programs didn’t work in the beginning. People didn’t know how to use them, so they just didn’t.

Robert: It was too complicated in many cases.

Andrea: Less is more.

Robert: With that, we have to wrap it up. Thank you for attending.

Don’t forget to visit Andrea’s website. The link is www.SelfMarketing.com. Get her book. She has some tapes and other programs there. Check them out and become a great relationship marketer.

Again, thank you very much, Andrea.

Andrea: Thank you, Robert. It was a pleasure.

Robert: Thanks, everybody. Goodbye.