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Will Reed's Guerrilla Marketing GENIUS

"Wake up your brain, learn how to earn!"

Everything in the world we want to do or get done, we must do with and through people.

**Earl Nightingale,
American Radio
Announcer,
Author**



**Purple Cow
Symbol of
Edgecraft**

A wise man will make more opportunities than he finds.

Francis Bacon

Networking with partners

In Aesop's fable *The Bundle of Sticks*, a father challenged his 3 sons to break a bundle of sticks bound together.

None were able to even bend the bundle. However, when the sticks were unbundled and separated, they were each able to snap them like twigs.

The lesson is that there is strength in unity, and it is the essence of networking.

6 secrets to networking at a higher level

If you are used to partnering as an individual or corporate unit, get ready for a paradigm shift.

1. Gain strength in networks

People sometimes overlook the unity in opportunity by thinking of networking only as a sales or social event.

The Age of the lone wolf entrepreneur is past. The way to gain strength is through other people's networks, connecting many dots at once.

This requires a mental shift similar to playing 3-dimensional chess. Many possibilities open up to you when you raise your awareness above the flat surface of 2-dimensional relationships.

2. Discern real value

The Key question is to find out what is worth more than money? Though money may change hands, it seldom reflects the real or total value of the transaction.

A good partner can bring you added value in experience, referrals, and exposure to their network.

The hardest thing is to realize your own true value. The next hardest thing is to realize what the other person needs. Real value is joining the two.

3. Practice Edgecraft

In his latest book *Free Prize Inside*, author Seth Godin describes "Edgecraft" as the art of soft innovation at the edges, where products and services have special, unique elements worth paying extra for, and worth talking about.

These edges are also where people are most likely to find you, as well as want to partner with you. It is your job to articulate the edges, which shift over time.

The edges are also where you fit into the bigger picture. Add more pieces to the puzzle and you increase the possibilities of fitting in more places.

4. Form virtual partnerships globally

The Internet combines the power to connect people, and a large number of

**Stay is a charming
word in a friend's
vocabulary.**

Louisa May Alcott



**Either men will
learn to live like
brothers, or they
will die like
beasts.**

**Max Lerner,
American
Columnist**



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online communities that have members in many countries.

Most groups welcome member participation, and some offer opportunities to publish or promote to the group. From this can spring partnerships with people in other countries, virtually unbound by geographical distance.

The best way to hone your networking skills online is to seek ways to be a resource first. Develop an obvious expert status that promotes you effortlessly.

5. Don't cling to territory

Business relationships in the past were based on territory and exclusivity—and many people still think this way, even as they talk of Fusion Marketing.

This means that alliances can sometimes turn out to be different from what you expected at the start. Watch for changes in the climate of the relationship.

Clinging to territory stifles innovation. You get the territory, but you lose your best people.

6. Learn the vocabulary of networking

In S.I. Hayakawa's popular book on semantics, *Language in Thought and Action*, a persuasive case is made for how the words we use can determine how we see, think, and act. It makes sense to develop an appropriate vocabulary for the type of actions we wish to take.

Learn the vocabulary of networking, the deeper meanings and implications of words like sharing, synergy, service, trust, intuition, win/win, options, and opportunity. Read about networking, but capture the essence of the vocabulary that surrounds it.

Resources

Seth Godin's Bull Market Directory 2004 contains a summary of both *Purple Cow* and *Free Prize Inside*, as well as a directory of companies selected worldwide that can make things happen! B-SMART Systems is listed on page 280! You can download the directory for free at: <http://www.sethgodin.com/bull/downloads/BullMarket.pdf>

A One Page Newsletter makes it easier to do referrals. Pre-sell your expertise, stay in touch with clients, and enhance your content. Visit <http://www.mcssl.com/app/aftrack.asp?afid=127525>

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Japanese-language edition also available!

Networking at the Next Level

- *Networking for results (April issue)*
 - *Time traps in networking (May issue)*
 - *Networking with partners (June issue)*
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