



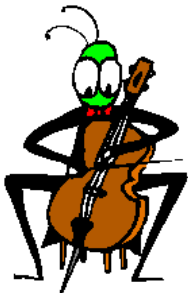
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Will Reed's Guerrilla Marketing **GENIUS**

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

*Time is the only
coin you have in
life...and only you
can determine
how it will be
spent. Be careful
lest you let others
spend it for you.*

Carl Sandburg



*I wasted time,
and now doth
time waste me.*

**William
Shakespeare**

Networking time traps to avoid

The results you get in business depend to a large extent on who you do business with, and how you use your time.

Networking is purposefully interacting with other people for mutual benefit and business opportunity.

Networking also poses potential time hazards. Once caught up in conversation, it is easy to lose sight of your goals.

Do you recognize these time wasters?

Time traps take the profitability out of networking. Here are 6 important time traps to avoid.

1. Incompatible or hidden agendas

Beware of agendas that may not serve your best interests. Networking works best when there are shared interests and compatible agendas.

If you find yourself on the receiving end of a one-sided agenda, excuse yourself politely and move on. When the other person isn't interested in hearing your side of the story, that is an early warning sign of an incompatible agenda.

Mismatched values eventually surface. They will sabotage a project undertaken by otherwise well-meaning people.

2. Nice people without a purpose

Network hogs who prowl a networking event looking for prospects are easy to spot. You see them coming, so they are less likely to waste your time than a friendly person without a purpose.

People who are nice to socialize with may also have no sense of urgency or respect for your time. Be polite enough to listen to what other people have to say, but don't allow yourself to be trapped. If you value your time, protect it.

3. Missing the larger picture

It is easy to focus just on the person you are talking to, and to forget the bigger picture of who else they may know. We tend to underestimate the size of other people's networks.

Chances are that you cannot promote yourself to that network as well as they can. As an insider, and perhaps an opinion leader, they will be more credible and more interesting if they introduce and recommend you.

Rather than adding one person at a time to your network, you can save time by connecting networks together.

4. Underestimating a referral

A referral is an introduction enhanced with an endorsement. Taking it lightly is wasting time and opportunity.

*I have lost friends,
some by death,
others by sheer
inability to cross
the street.*

Virginia Woolf



*His money is
twice tainted.
T'ain't mine and
t'ain't yours.*

Mark Twain



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Make it easy for people to refer you by providing lots of ways for accessing your message. You can put useful information on a wallet-sized card, have a newsletter, or refer people to information on your website. Be prepared by having a system.

5. Failure to show appreciation

Show your appreciation in a tangible way to the person who puts their reputation on the line by giving you a referral.

Recommendations involve risk. If you come recommended, the expectation is already high. If the performance falls short in any way, the person who made the introduction ends up taking the blame.

Surpass the expectations, and you will earn gratitude and further referrals.

6. Thinking you already know

Avoid mental myopia—thinking that you already know everything you need to know. This attitude tells your brain that there is nothing else worth paying attention to.

Most people can benefit by new information or a fresh perspective. Awareness, anticipation, and objectives will help.

Ask open ended questions and invite your networking partner to be the hero, while you listen. They will love you for it, and you are likely to learn something valuable.

Resources

Creative people often find it difficult to manage time. Yet if you don't protect your time, the penalty is steep. *Time Management for the Creative Person*, by Lee Silber, "provides right-brain strategies for stopping procrastination, getting control of your clock & calendar, and freeing up your time and your life." Visit the website at <http://www.creativelee.com/>

For down to earth advice on how to set goals and manage your time, read *Doing it Now* and *Getting Things Done*, both by Edwin Bliss. Readable, doable, delightful. For information on Edwin Bliss books and audio programs visit <http://books.ontheweb.com/shop/edwin-c-bliss.html>

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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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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