Network Marketing System
You Will Be Able To:

- Understand the importance of building networks through relationship and how each network can grow and strengthen your business.
“Luck is when opportunity meets preparation.”
– Lucius Annaeus Seneca

Network marketing is when you aim to establish business relationships for purposes beyond the reason of the initial contact. You are establishing these relationships so that those with whom you network can represent your product, services, and business opportunities. These relationships can lead to additional business either directly or indirectly through a referral. The reason networking can be such an effective means of marketing is because people like to associate a business name with a face. Once a face is put to a name, a whole new level of trust is established.

The opportunities that come with network marketing are truly endless, only limited by your willingness to interact with the people around you. It is also a very proactive form of marketing. You will have to continually work on each relationship to keep it strong, just as you do in real life.

The overall goal of networking is to promote the business and to educate the widest possible audience on services offered by your company. Broader exposure often leads to new opportunities, prospective clients, and new ideas. There’s no better way to achieve this goal than through networking.

This system will break down even further just how important network marketing is to your growing business. It will also outline the variety of ways in which you can interact with a variety of people. Because networking is such an integral piece of the marketing puzzle, we recommend you take this information very seriously.
How do I find more great deals? How do I find money to fund my deals? How do I find someone to clean a house I just purchased? The answer to all three questions: networking. Networking is a major component in the real estate business. Real estate networks enable investors to create new relationships and sustainable models for growth. Every successful investor has a passion for their business and cannot wait to talk to people about it. One of the great aspects of real estate investing is that it naturally relates across all types of social, economic, and professional backgrounds. You should have no trouble initiating a conversation about real estate and finding a common ground for conversation since everyone needs a place to live. Whether it’s a prospective homebuyer, seller, renter, real estate investor, or private lender, you should let them all know about the business you are in and how you may be of service to them.

“*The richest people in the world build networks, everyone else looks for work.*”

- Robert Kiyosaki

**Recognizing Opportunities**

The key to successful networking is recognizing great opportunities when they present themselves. Are you taking advantage of networking opportunities in your everyday life? You will encounter many opportunities that you may miss simply because you may not think they are strictly job-related. Remember, any community where you have built a reputation is an opportunity to network. If there is a non-real estate related industry that you are particularly active in, the members of that community know you and your work ethic more than an investor-stranger you may have just met at a conference. This kind of opportunity is unique to your search because you are taking advantage of relationships that you have already spent time building.

Keep in mind, we don’t expect you to actively network with each and every person you ever speak to in your life; but, it couldn’t hurt. There will always be a reason for you to build a relationship with those whom you come in contact with. The reason could be direct, or indirect; but it’s always there. All of your contacts are a valuable asset to your business. If you take advantage of opportunities presented from networking, they can also become a significant source of revenue for your business. You will find that in most instances you are offering a service, which is sought after among the people in even your closest social circles.
Power Players

As an investor, there are several people that you should be constantly talking with, marketing your business. You will want to find people who have been where you want to go, as well as people who can help to get you there. You will need to hire and train a multitude of people for your team to work efficiently. It all starts and ends with networking. Each person you come in contact with while doing business becomes a part of that business. For instance, the success of your contractor is directly related to the success of your renovation business. It all trickles down and everyone must rely on the team. Here is a look at the power players that you should be using in your network-marketing model:

Other Investors

There are two different types of investors out there: beginner investors and advanced investors. You will want to network with both.

Beginner

Investors just starting out in real estate will often find deals that they may not know how to handle. You can assist them by advising that they wholesale those deals to you. Many times, we’ve encountered situations where beginners have no idea how to structure a deal yet, or don’t have enough cash to fund a deal. This is when you may not only benefit from the wholesale deal, but from the opportunity to educate them as well. Whether it’s knowledge, capital, or simply time and effort that you can commit to a project, you’ll need to bring something to the table when you cash in on someone else’s deal.

Advanced

Throughout your investing career, you will also need to interact with other successful real estate investors who have gone through it all. They can bring valuable sources of information and experience to the table. In addition to gaining knowledge, you can purchase property from these investors as well. If a seasoned investor has too many deals they are working on or they simply have a better deal on the table demanding their attention, you may be able to purchase their next property; and in return, they get a wholesale fee. Many experienced investors will be willing to partner and offer expertise or funding.
Mortgage Brokers
Networking with mortgage brokers is an extremely important piece of the puzzle. Good mortgage brokers are an integral part of your team that can assist you with your financing needs. They can also refer a lot of good deals to you. We have mortgage brokers who call us and refer sellers who they can’t help refinance. These are great referrals. Mortgage brokers are also great to split advertising efforts with. They aren’t often in direct competition with you for a deal, so they can complement your marketing efforts and you can split the costs.

However, sometimes mortgage brokers can target those customers behind on payments who need to refinance. If there ever comes a time where you are competing for the same clients, a deal can be structured where the mortgage broker retains leads that fall within his or her refinance criteria, and you offer an extension of a service to the clients who they are unable to assist. Collaborating can help save your business a lot of money, while bringing in deals at the same time.

Real Estate Agents
Agents can be a very solid source of leads for home buying. Unfortunately, many investors discard the notion of working with an agent when they can get their license and just do the work themselves. While it is a smart idea to obtain your real estate license, working with additional agents can only help you and your business grow. There are many agents who will contact you even before they list a property if they know you are a player in the business.

When communicating with agents, make sure that you focus on what the benefit will be on their side of the table. Your goal in networking with agents is to become their “go to” person; an authority in your area of expertise. Working with investors provides agents with the potential for repeat business and an opportunity to make both sides of commission. Although it varies, we’ve seen agents transact ten or more deals a year with investors. By acting as a dual agent in a transaction, representing both the buyer and the seller, they can earn both sides of the commission.

Helpful Tip!
When purchasing a property from a wholesaler, make sure the numbers work where you make a good profit from the deal! Any good wholesaler will always leave enough profit for the rehabber.
Attorneys
Whether they specialize in foreclosures, probates, evictions, or divorce, attorneys are some of the most important people you can network with. Think of the amount of potential sellers they run into through their daily course of business. These power players come into contact with clients who are often in need of disposing a property, or who may be in a situation where they are truly motivated to sell, like those going through a divorce. Additionally, attorneys will have information about properties in foreclosure and those who are going through probate. The more attorneys you can meet and greet, the better chance you will have of acquiring deals from them.

Let’s not forget about the other major reason to network with attorneys – money. Attorneys are a great source of private money. If they are not lending funds already, then perhaps you can turn them on to the idea of funding your deals and maybe even incentivize efforts to provide introductions to individuals with a lot of worth within their social circles. Once you do get a responsive attorney, make sure you call them on a regular basis. Likewise, make sure you send them business if they do send you deals.

Contractors
Contractors often come across information about properties that require work. The line of work that they are in gives them a lot of access to the properties that may be of interest to you as an investor. They also interact with the people who own homes and investment properties, and may be interested in selling. If you can actively network with a good group of contractors, you can develop a relationship so that you are helping each another out. Also, you will need contractors yourself in your own business to work on projects. These power players are essential to the ability to market and sell your home quickly, so when you meet the good ones, make sure they stick around. A good rule of thumb is, “If you bring me a deal, you will get the work.”

City Officials
Cities own properties due to tax foreclosures, so periodically a city will hold an auction to dispose of these properties and raise capital for its operating needs. Purchasing these homes is usually very time consuming and tedious, however it offers rewards in the form of hidden deals. Your chances of buying properties are greatly enhanced if you are able to develop a relationship with local officials, since they look for competent business owners in the area. They know that you can not only buy these properties, but also provide job
opportunities to local residents. City officials have a good feel for the neighborhood and are knowledgeable of future plans - and this information can be very powerful for an investor. You will also gain access to the fire damaged, condemned and torn down properties due to local code enforcement. Now why wouldn’t you want to tap in to this network?

**Eviction Marshals**
Networking with eviction marshals may not be something you think of right away, but it is definitely something you’ll want to remember. Property management as a business is not easy and you will often find landlords who are tired of fixing toilets and leaky pipes. When they come across individuals who don’t pay rent on top of all the other nuisances, you just may find a deal. Eviction marshals have a good handle on situations where owners of such property may be ready to give up. We have networked with them in the past and it has been a very successful marketing campaign for us.

**Family, Friends, and the Community**
Those closest to you should already know exactly what you do. You should always offer the same service to your friends, family, and neighbors as you do to others. They want to help you and may know of individuals who may be in need of your services; or at the very least, know people who need real estate advice. Because you are an investor, you will automatically become an authority to a good deal of people when it comes to real estate. They will be relying on you for guidance. While this may be a great responsibility, it’s also a great opportunity for you to network your way around your local neighborhood.

**Bankers**
As investors, we’re always looking to make nice with people who have the financial resources we need. It is extremely advantageous to your business to choose the right banks and establish relationships early on in your career. A long track record will be invaluable when pursing loans or lines of credit with a bank you have been doing business with for years. Of course, banks are another source of prospective opportunities. This is especially true with smaller institutions where you are able to connect with a lending representative who may also work in the REO department. Banks are looking to lend money; not hold real estate, making them a great source of properties to buy. Be aware, however, that it can be quite difficult to buy properties directly from a bank without first going through an agent. However, we have known investors to succeed in doing so.
Networking is the art of creating and utilizing contacts for your business. The goal is always to create a list of people who can directly increase your quality of business and leave your competition wondering how you acquired a property they never knew was available. In this business, you have to learn the process of how to connect with anyone at any time. By building lasting and meaningful relationships with powerful people, you can achieve the recognition you crave, and the success you deserve. However, not everyone is a great networker right off the bat. There are those who actively make efforts to network, but fail continuously at doing so. Of course, the biggest challenge for many is to not scare people off – like they are a salesperson. But with a little education and consistent practice, you can become an effective networker.

**How to Network**

Networking is a two-way street. You are trying to both send and receive information. But remember that you can't network thoroughly with absolutely everyone – you'll need to get preliminary information and then decide if the person is worth meeting with again. If you can help them and they can help you, you'll want to build a relationship quickly. We've found the best way to do this is to follow a three-step rule. These are things you will need to practice, implement, and use in every relationship. This includes your personal relationships as well as your business relationships. When you have completed these three steps, you will be able figure out who sticks and who doesn't.
Maintaining Relationships

Many people you meet won’t amount to anything more than contacts who you occasionally run into. On the other hand, you will also meet people who you are truly able to connect with. There are those who have similar life objectives, or your businesses overlap in some way. These are the relationships that you need to nurture. Grab a cup of coffee or share a meal and get to know this person. Focus more on developing the relationship than on any one transaction.

As your contact base grows, you have to re-evaluate the people in your circle. Practice effective time management skills and prioritize your contacts. You will want to keep in touch most often with those that can be most useful to you. They will become your inner circle. At the same time, remember never to burn bridges with those you may not consider as useful. You never know when they may become your inner circle down the road.

**Set the Rules:** When you first meet someone, you start with an introduction. You communicate who you are, what you’re looking for, how you operate, and how they will fit in that system. If people don’t know who you are and why you’re talking to them, they will lose interest. You have to also communicate what you don’t tolerate. It is important that you share the integrity of your business. For example, if you’re speaking with a contractor, let them know you won’t deal with negligence and won’t accept someone who doesn’t keep their word. You have to set expectations right off the bat in order for any relationship to last.

**Pre-Screen and Interview:** You will need to make sure that relationship is the right one for you. If you don’t, you may end up working with people that you don’t want to and wasting a lot of time. Often times, you will discover this after your first few correspondences, either at networking events or through email. Find people who have the same drive and desire as you.

**Influence and Enroll:** Sell them on becoming a part of your team and have them buy in to your objectives and goals. One of the biggest points you want to make will be the answer to their biggest question: How are you going to make them money? When you are taking time out of someone’s day, they want you to quickly communicate how you’re going to make money - so make sure you engage them in the conversation right away. Then when it’s time to enroll, tell the other person what to do. Use statements like, “Here’s what we’re going to do,” or “Meet me tomorrow at noon to talk more.” You want to assume that they will want to take the next step and build that relationship with you.
Common Mistakes

Networking seems like a no brainer in this business; but unfortunately, there are investors in the industry who just don't recognize the value in it all. Everything we do in our life is building relationships. Don't make the unfortunate mistake of ignoring this topic any longer. Be the investor who understands the importance of building relationships and capitalize on every opportunity to do so. Don't be an investor making these common network marketing mistakes:

#1. The Know-It-All
Some beginning investors have the misconception that they can do everything and “go it alone.” They try to be the person with all the answers without any connections to mentors or coaches - no networks. One of the biggest mistakes you can make is to try to be a one-man band. This is a recipe for disaster.

Instead of joining a few small local clubs and accessing the information of other investors and entrepreneurs in the market, some try to re-invent the wheel. The mistakes are painful and costly. As we’ve outlined in this system, success lies in the resources, skills and knowledge of our team, not just ourselves. To grow the business, we must access what others around us have.

#2. The Lazy One
Another huge mistake many people make not only in real estate but also in every day life, is giving up when something isn’t handed to them easily. Be forewarned that there is no instant gratification. Relationships take time to develop, just like your business. It is important to remember that the term is called net-work-ing because you have to put forth work.

#3. The Doubter
Some investors have a hard time believing that there are more people out there outside of their current network. Remember, you will never know everyone in this business. Just when you think you do, you’ll meet someone new. Networking events attract all types of people; and the initial person you meet will often not be the one who is most important. A lot of times, it’s who that person knows that will get you your deals. Others may doubt that they can gain anything from their competition and are reluctant to work with others and share information. Those who have gotten past their doubts are the ones who can tell you just how advantageous it is to always be a team player in this business.
#4. The Cheapskate
Leads, connections, and relationships in general are quite expensive to find and maintain in today’s market. Paying nominal fees to networking clubs is often going to be an economical way to find all of the aforementioned. In many cases, the fee paid to be a part of the club will pay for itself several times over based on the relationships you’re able to cultivate. So dedicate a portion of your income to real estate club and association membership fees and make sure you’re an active participant.

#5. The Busy One
Some people think that networking is a poor use of time. They look at social events as simply a fun activity rather than making them a major part of your business. Remember, this is a people business. If you ever reach a point when you think you are wasting time networking, remember that the best opportunities out there never see the light of day. Whenever a great opportunity comes along, it always goes to someone’s personal network before going out to the public. If you aren’t in that network, you are only seeing the bow of the sunken ship, and not the buried treasure. Networking is one of the easiest ways to get a great return on investment of your marketing dollars.

Networking On & Offline
You can extend your network sufficiently by involving yourself in local events. Although day-to-day interactions should always involve networking, when you attend networking events you are able to focus specifically on this task. You can take advantage of several opportunities both online and in person. Here are a few suggestions:

**In-Person Networking Opportunities**

- **Auctions** are an excellent place to find buyers in your area. There are large auctions as well as smaller auctions held locally. You will also inevitably run into other big time players in the industry since auctions are such a hot spot to find good deals.

- **Local Real Estate Investor Association (REIA) Meetings** are another great option to network with other real estate professionals in your market. Each city typically has a REIA where you can go to network and understand how others strategize in their business. Also, if there are a lot of people in your meeting, try to get to know those who are leading the REIA meeting. These individuals have spent a large amount of time building the meeting and they definitely will know the right people. You can also benefit from joining the small subgroups that meet weekly for breakfast and to discuss the business.

- **Homebuilders Association** is a different type of association whose membership usually consists of builders and suppliers. This is a good place to network because your relationships will be very valuable if you ever get into land development or serious remodeling work. Local landlord associations can also be a great source to locate wholesale buyers for your multi-unit properties.
• **Home or Trade Shows** are where you can find a ton of juicy real estate business. Even if you don’t have a booth to set up, make sure to speak with a lot of people. Figure out who the big guns are at each show and exchange cards with everyone you can.

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**Helpful Tip!**

Don’t try to network with the whole room when you attend a networking event. Try to connect with about three or four new people, and find a reason to follow up with them. It’s the follow-up component that usually leads to opportunities for you as a real estate investor.

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**Online Networking Opportunities**

• **Meetup** is one of the most popular forms of networking for both formal and informal groups. Meetup.com enables you to find out about any real estate meetings and networks close to where you live. You can also start your own meetup so that others can join. Some networks have over 1,000 members. Most meetups have networking events where you can meet great connections within the industry.

• **Yahoo! Groups** is an excellent resource and one of the world’s largest collections of online discussion boards. Yahoo! Groups offers free mailing lists, photo and file sharing, and group calendars amongst their many great features. There are dozens of these groups across the country that are just for investors.

• **Real Estate Webmasters** provides you with Realtor forums where you can easily introduce yourself and then start chatting about investment prospects. Real Estate Webmasters has links for easily finding properties for sale as well as for finding buyers for your property. You can discuss your experiences with Google, Facebook, Yahoo and Bing and tips for how these can help others. By joining this forum, you will gain access to a wide network of investors and real estate experts.
If you are a beginner in the business, you may not be a very successful networker. Remember that if you keep at it consistently and eventually, you will notice the difference. Once you understand the basic concepts, there are a few things you can start doing to improve yourself and your business. Instead of waiting for networking opportunities to present themselves, you can create them. You can also work on how to become a better networker by understanding what’s most important – rapport. We’ll take a look at these concepts in this chapter.

Creating Networking Opportunities

Joining other local real estate investing groups can be an excellent way to add to your real estate education and make new connections. However, think how powerful it would be if you ran your own real estate investing group. If you don’t have a club in your area, this can be especially powerful. Primarily, it will put you in touch with a large group of contacts including: Wholesalers who can bring you great deals, industry professionals, and other investors interested in flipping houses. You can start your own club in your house or at a local restaurant, wherever you see fit. There may even be another business that is interested in sponsoring the group, and you could host your meetings there. You should be able to get enough sponsors so that it does not even cost you a dime.

Starting your own network-marketing group for real estate investing will also put you in a position as the “go-to” expert in your area for those who need to sell homes quickly. It makes you a preferred partner for other industry professionals, making them want to seek you out and only do business with you. The power you will gain from doing this will allow you to demand better terms on a variety of services such as loans, contractor work, and title services.
Mastering Rapport Building

As mentioned earlier, a network is not a collection of business cards, but of people. To build rapport is to build the foundation for all of your potential networks. This is certainly not something you ever want to overlook. Building rapport quickly is something you will have to do with each connection you make. First, you will want to find out as much as you can about the other person. Let them do most of the talking; people like to talk about themselves. You will find that if you do this, they will begin to like you and respect you for listening. Eventually, you will be able to talk about your business and how it can be of service to them, but you never want to jump right into your pitch before getting to know the person first.

Six Ways to Master Building Rapport

- **Be Organized**
- **Be Passionate**
- **Be Engaging**
- **Be Natural**
- **Understand Your Audience**
- **Practice, Practice, Practice!**

Rapport Building Techniques

Building rapport allows you to effectively communicate with people and build interpersonal relationships. Once you’ve established rapport, you can work in a more cohesive and relaxed environment. Here are some rapport-building techniques to keep in mind:

**Mirror and Match** - Mirror other people when you communicate. When you meet in person, try to subtly match your personality and body language to that of the other person. If they are excited, be excited! If you notice that he or she is more passive and soft spoken, lower your voice.

**Become an Echo** - Another technique you can use to build rapport is to repeat what the other person has said. Repeating last words or ideas indicated that you are interested and understand what the message is.

**Actively Listen** - Listening is an art. Become an active listener and try to understand what’s going on in the other person’s life. A good listener will concentrate solely on the other party. Always, make sure that you listen more than you talk.

**Find Commonality** - Find out what motivates them to be in the business and share your passion as well. In order to build a strong relationship, most people relate to topics such as family, occupation, or things they do for fun. Asking questions on these topics will open up conversations and allow you to find common ground.

**Smile** - Even if you are only talking over the phone, smile. Believe it or not, you can tell when someone is smiling on the other line. People will subconsciously appreciate it and like you because when you smile, you come off as confident and amiable.
**Help Someone Else Before You Help Yourself**

In his book, *The 7 Habits of Highly Effective People*, Stephen Covey calls the 5th habit: **“Seek first to understand, then to be understood.”** If you understand what other people want and help them get it, you will wind up getting what you want as well. Whenever you take time to help a person out, you’ll find that the generosity will be returned many times over.

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**Key Personality Traits**

Whether dealing with buyers, sellers, contractors, Realtors, attorneys, or even your own business partners, you are going to come across a wide variety of people and personalities. Make sure you take the time to also understand yourself. It is difficult to try and interact with someone else if you don’t know yourself. Take a look at this list of five traits of a good networker see what matches you and what you have to work on.

1. **Enthusiastic** - If you aren’t excited about what you do, how do you expect anyone else to be? Walk into a room with your head held high and show passion for what you do.

2. **Amiable** - To make it in this business you will have to be a nice person, friendly, and polite. If you find you are dealing with a rude person, keep your cool, and move on. Don’t let anyone see you being anything but respectful.

3. **Generous** - Have a giving spirit. Don’t always think about what’s in it for you, but rather what’s in it for the person you’re dealing with. We’ve said it before and we’ll say it again, the more you give to others, the more they will want to give to you.

4. **Trustworthy** - You’ll have to be reliable to build trust. Do what you say you’re going to do when you said you’re going to do it.

5. **Persistent** - Good networkers always follow up. We live in a hectic world and people are busier than ever. So make some quick notes regarding key points of your conversations so that you can follow up the next day and stay fresh in everyone’s mind. They will appreciate your effort.
Top Tools for Network Marketers

While this form of marketing doesn’t involve online advertisements or bandit signs, you still will need a few key pieces in order to be prepared for success. These tools can be used in a variety of ways to promote yourself, your ideas, and your business.

**Business Cards**
A business card is one of the most powerful networking tools, and the most common. Many real estate investors have formed rewarding alliances by handing out their business cards. Designing high quality business cards can improve the image of your business and make a memorable impression. This is the best way to leave a piece of marketing behind for a new contact to remember you. A business card represents you and your company as a brand. It informs them about your place in the industry, services you offer, your contact information, and leaves an impression. Even if you don’t end up working with the person that received the card directly from you, they may pass along your card or your name to others that may end up working with you.

**Helpful Tip!**
When you are giving out your business card, you should always be collecting one as well. Take control of your networking opportunities by being the one to make the initial call or write the first email.

**Elevator Pitch**
Besides effective business cards that you should distribute to everyone you meet, your best and most valuable tool will be you. Making a unique impression is the best way for a person to remember you. Develop a 30-second commercial, often referred to as an elevator pitch, to explain what you do. You may have different pitches depending on different objectives. For instance, do you want to make a sale, gain a prospect, enlist support for an idea, or earn a referral?
Realize that this might not necessarily be a pitch for your customer. It is a pitch for a potential referral partner. You always want to consider what credibility you bring to the table. People will automatically be wondering why they should be choosing you over everyone else. Why are you different than your competition? Ask yourself what you do personally to make your product or service unique. If you can’t come up with anything, then you may be in the wrong business. Once you get your pitch down, don’t forget to practice.

You cannot deliver an effective elevator pitch without first establishing some sort of relationship with a person. If you are speaking with someone who is a stranger, they may not care about you or what you are doing. They want to know how you can solve their problems. You have to connect your pitch to what they personally want and need.

**Credibility Packet**

Other than having a business card handy and being able to verbally market yourself well, you’ll need to prove your credibility. Building credibility and trust is extremely important in this industry, and isn’t just something you can pick up overnight. People are skeptical, especially when it comes to real estate investors. They will question your ability and may not completely understand what it is that you do. You want to make sure you are always documenting your successes and building your credibility packets. A credibility packet is simply an album representing your work. It can include pictures of projects, renovations, and even families moving into your homes. You have to be able to show how you serve your customers, not only talk about it. A credibility packet also features your due diligence in each project.

Credibility packets are inexpensive in cost but great in value. Here’s what you should include in your credibility packet:

- A description of who you are
- Company credentials
- Benefits of working with you
- The different ways to work with you
- Property showcases
- Client testimonials
- Professional testimonials
- FAQ section to handle the rest

**Social Media**

Investment in social media is no longer a luxury, but a means of survival for your business. More and more companies are actually hiring full-time social media strategists and managers. Professionals and companies of all industries have adopted some sort of integration with social media. Many of these professionals are ones that you should have in your social network.

Social networking allows us to create relationships in one day, whereas they used to take months. Also, finding out what your competitors are doing with their marketing is a crucial and invaluable part of your real estate education which can help you decide where you need to focus your own efforts.
You can establish relationships and deepen communication with those you already have a relationship with. People like fast responses; and today, there is no better way than through social media. This will allow you to get in touch with more people for referral purposes. Following the most relevant social media users will also expand your network even further and allow you to meet other professionals and potential clients.

**Top Social Media Outlets for Networking:**

- Facebook  
- Twitter  
- LinkedIn  
- Google+  
- Pinterest  
- YouTube  
- Blogs

### Seven Important Things to Remember:

1. Understand what professions and people can benefit your business and in what way.
2. Plan out which networking events apply to your goals and objectives.
3. Set networking goals for each meeting.
4. Know your audience and understand what benefits you can offer them.
5. Build relationships by showing genuine interest in people.
6. Follow up on a regular basis to maintain the relationship.
7. Help others succeed and they will help you do the same.
#1
**NETWORK WITH EVERYONE EVERYWHERE YOU GO**
Have plenty of business cards and a 30-second speech to explain what you do.

#2
**BUILD RELATIONSHIPS**
Once you start talking to people, try and discover who they are and uncover their needs and wants.

#3
**MAINTAIN RELATIONSHIPS**
Keep in contact with your hot leads and don’t forget about the cold ones. Everyone has value. Make this your priority.

#4
**RINSE & REPEAT**
The most important thing to remember about networking is that you should never stop. Make it a daily ritual.
This information is for educational purposes. We don’t believe in push-button profits—we believe in proven business systems, education, drive and hard work. We are committed to teaching you how to reach your goals. In promoting our educational programs, we illustrate success stories. We want you to know, students are not compensated for their testimonials. However, many of our most successful students join our team as Coaches and Trainers. As stipulated by law, we cannot and do not guarantee results or offer legal advice. As with any business, your results will vary and will be based on your drive, effort, follow-through and other variables beyond our control. We believe in full transparency, and a high standard of integrity, that is why we encourage you to read our full earnings and income disclaimer by visiting www.fortunebuilders.com/earnings-income-disclaimers/