

Profit from Your Networking in 2020

Your Key to Developing a Successful Business

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Business Wizard®



Five Secrets to a Successful Business



1. It's not what you know but who you know!
2. It's not how good you are but how you are perceived!
3. Why are you unique and different?
4. How many people are talking about you and what are they saying?
5. How do you solve my problems and are you really showing me?

What is Networking

Net
+
Working



Understand Networking

Key 1:

- Meet a new contact
- Meet new people
- Opportunity to build profile
- To seek out alliances
- To Learn!
- Exchange industry information
- Provide assistance
- Seek out a business opportunity



Prepare – This is Business!

Key 2:

Set your objectives:

- Create a networking plan
- How many associations should I belong to?
- How many people do I want to meet?
- How many business cards do I want to collect today?
- How big should my database be?



Psych Yourself Up

Key 3:

- Why am I doing this
- Why am I afraid
- What is really the worst that can happen
- Is it really that bad
- Who will I talk to?
 - Someone else there by themselves
 - Take a network buddy
 - The person in front or behind me registering
 - The speakers
 - People at the registration desk



Be Natural

Key 4:

- Smile
- Be Genuine
- Be Authentic
- Be Interested
- Be Motivated
- Get noticed – speak up



Practice Your Talk

Key 5:

- Prepare for the questions you know you will be asked.
- Prepare the open-ended questions you will ask.
- Prepare your elevator speech.



Your Elevator Speech



The Magic Formula

- Event
(tell a story, put them in the picture)
- Action
(what you want them to do)
- Benefit
(what they can expect)

Business Cards are Gold!

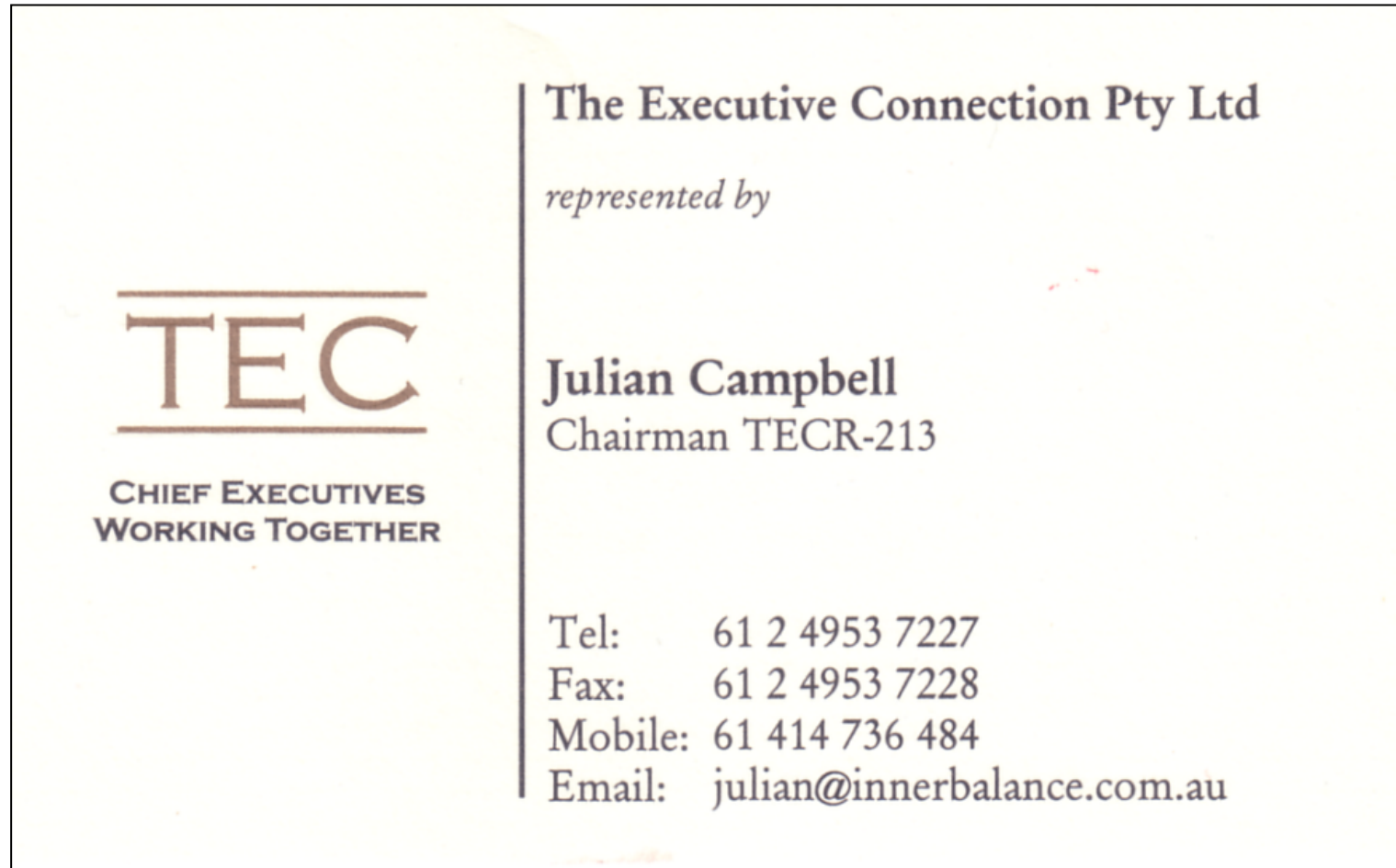
Key 6:

Your Business Card
The Window to Your Business

A whiteboard on a wooden easel is positioned in front of a large window. The whiteboard has the text "Your Business Card" and "The Window to Your Business" written on it in bold black letters. The window behind the whiteboard shows a blurred view of the outdoors, including trees and a building.

Your Business Card

What's wrong with this card?



Make Your Business Card Valuable

What You can do for Me! →

Your Name →

Your Phone Number →

Your email address →

Your Catalyst for Business Success

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Reverse Side - Tips

Image - Quality

Then add photo and other info

Focus Your Passion on Your Vision



Have a Clear Unique Selling Proposition
Do Your Books: Control to a Budget
Break a Comfort Zone Everyday
Find out What Your Customers Want
Compete on Service not on Price
Document Your Systems
Understand People
Get Paid!
Dare to be Different and Have Fun!

Call 0414 736 484 for Your FREE Chat

businesswizard.com.au

Business Cards are Gold!

Key 6:

- Write on the back of the cards you receive - the date and name of the function
- Follow-up the people you meet as soon as is reasonable – make that call or send the email!
- “Contacts” have a shelf life and will become void if they are not followed up
- Send the contact some useful information – which could be as a result of the conversation you generated.
- Connect with them on Social Media



Squeaky Clean Database

Key 7:

- What do you do with the business cards?
- When and how do you action them?
- How do I file them?
- Tracking mechanisms and recalls?

“Good networkers are organised.”



Make Your Networking Work for You

1. Get out of Your Comfort Zone!



Make Your Networking Work for You

2. Set Specific Goals



Make Your Networking Work for You

3. Play the Host



Make Your Networking Work for You

4. Make your business card say 'Wow'



Make Your Networking Work for You

5. Ask a ‘How’s Business” question



Make Your Networking Work for You

6. Listen – Use the 4 to 1 technique



Make Your Networking Work for You

7. How can you help them?



Make Your Networking Work for You

8. Keep moving around



Make Your Networking Work for You

9. You can never know too many people.



[illegible]

Social Media in Australia

- Australia is the biggest user per capita of Social Networking
- One out of two users use it more than twice a week
- On average they use more than one platform
- 70% of four-year-olds use a computer daily
- 82% of adult Australians use the Internet
- 84% of consumers conduct research online
- 87.8 billion searches per month on Google (20% of all searches are searches never searched before in the engine)

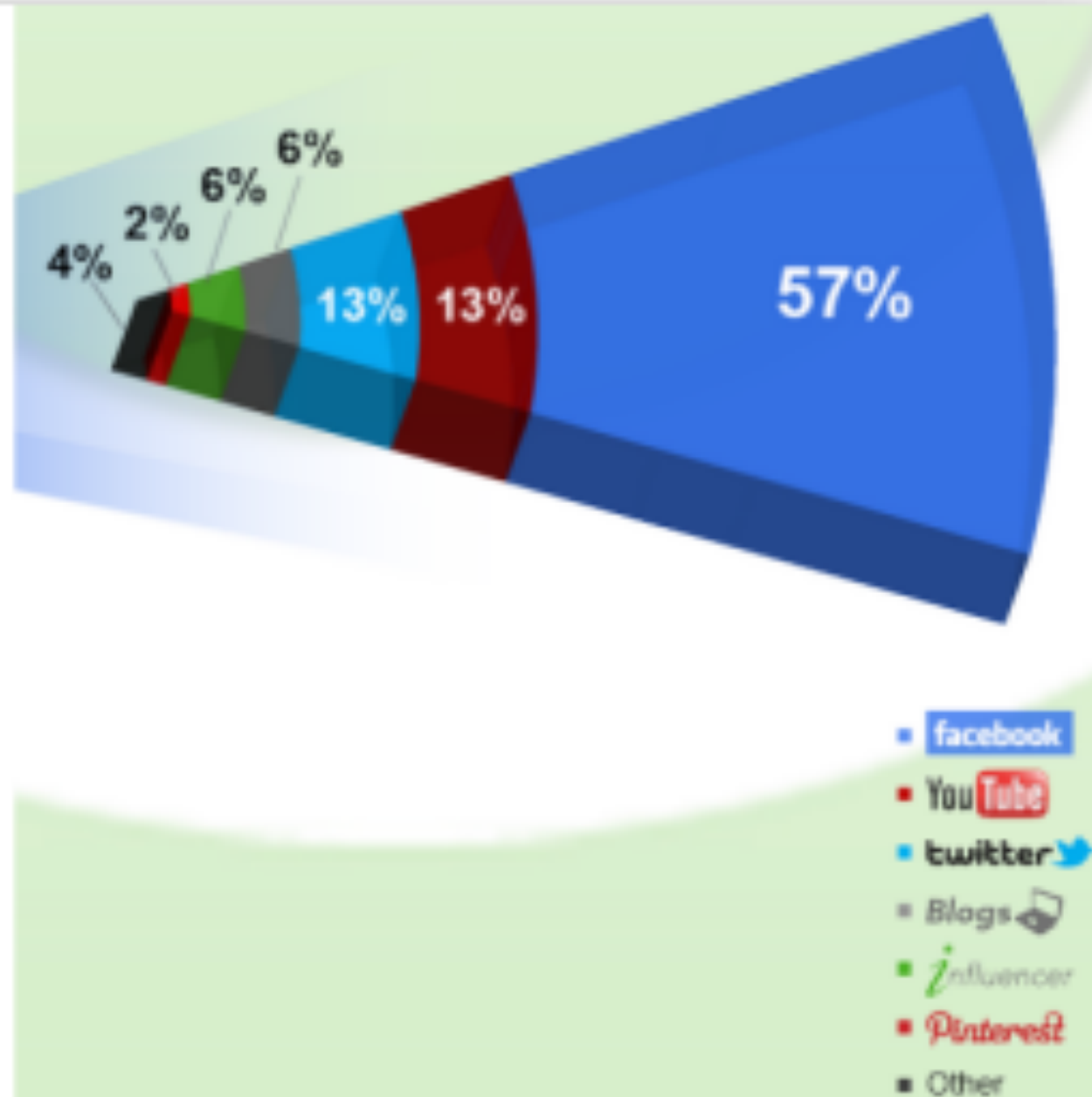


Social Media in Australia

- 24% of adults posted reviews or comment online about things they buy
- 78% of business people use a mobile device for e-mail
- 40% of smart phone users compare prices on mobile devices whilst in the store
- 59% of Australian small businesses don't even have a website



ONLINE SERVICES MOST LIKELY TO INFLUENCE A PURCHASE



Get a Balance Between Online and Offline Networking



Your 10 Steps to Success

Have Passion for Your Vision

Have a Clear Unique Selling Proposition

Do Your Books; Control to a Budget

Break Your Comfort Zones Everyday

Find out what Your Customers Want

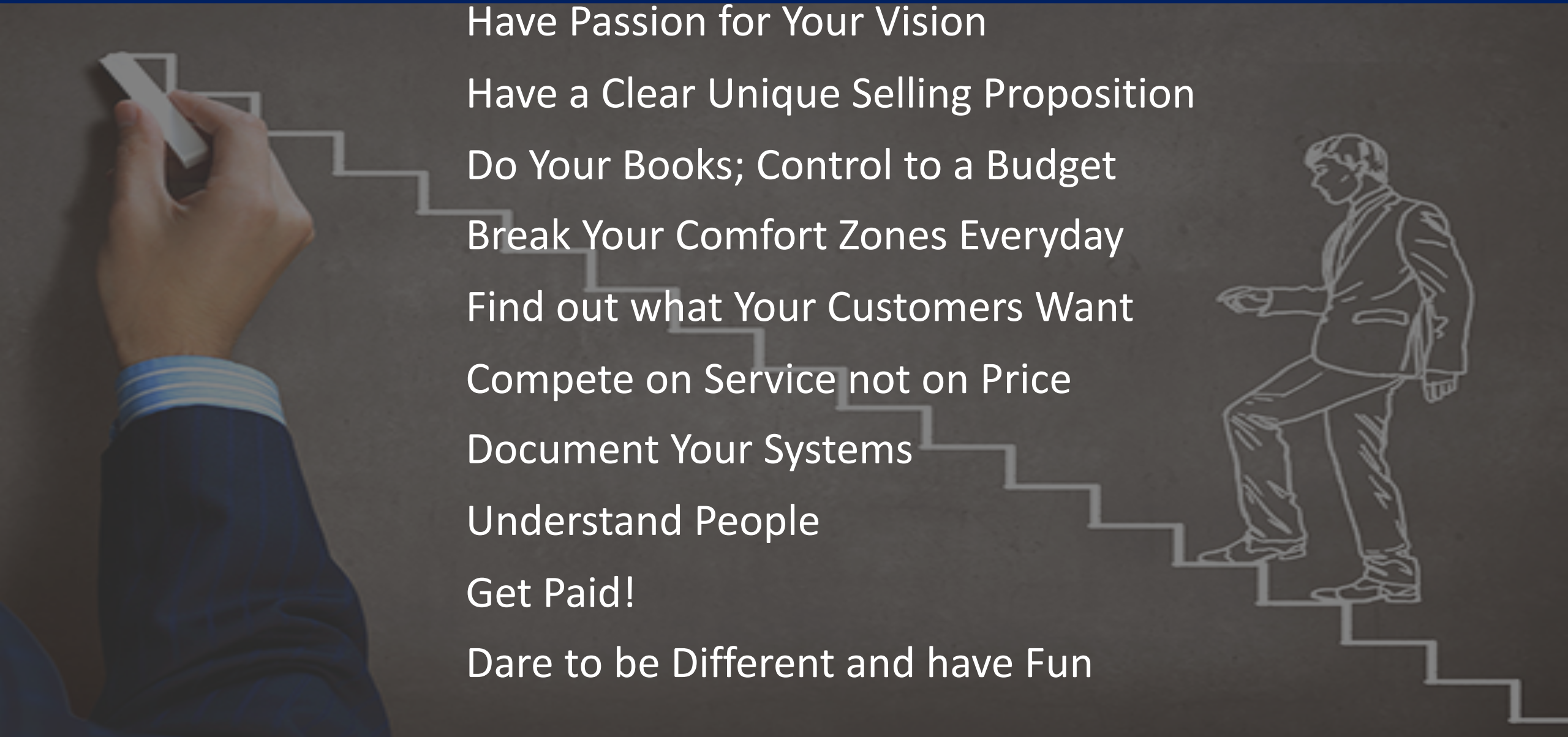
Compete on Service not on Price

Document Your Systems

Understand People

Get Paid!

Dare to be Different and have Fun



Your 10 Steps to Success

***“If we Know
what we Know,
why do we DO
what we DO?”***

Anon

Have Passion
Have a Proposition
Don't get
Break a day
Finish what
Communicate
Document
Understand People
Get Paid!
Dare to be Different and have Fun



Any Questions?



Thank You



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