

# How to become Networking Success!



**By**

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## Acknowledgements

It was only a few years ago that I ventured out to learn more about marketing and business in the great City of Toronto.

It didn't take long to meet an accomplished internet pioneer who would become an important mentor, and would give me that opportunity and the doorway I need to become who I am today.

I would go through the ladder of volunteer, administrative assistant, marketer and promoter, and in a few short years, published writer and public speaker.

In the next few pages you will be introduced to the simple concepts that I learned to become professional networker.

## **Get Connected-Make It Happen!**

I have a slogan it's called "Get Connected-Make It Happen!" Every day we go and meet people either at the supermarket or at the GYM! We shake peoples hand (connect) and engage in conversation. If something of interest creates a connection, we can follow-up and (make it happen) from sharing business ideas or providing a value added service (newsletter or get connected via social network).

The following ideas and concepts can be learned and applied to create for yourself a vibrant and resourceful network.

Enjoy!

Jim Pagiامتزيس

Professional Networker

## **P-A-R Strategy**

The Par strategy is three simple strategies which when used over and over again become your “success cycle”, with the ability to go into any networking situation and meet new people and collect business cards.

1<sup>st</sup> Business (**Present**)

2<sup>nd</sup> Attitude (**Adjust**)

3<sup>rd</sup> Key Questions (**Respond**)

Over the next few pages these points will be discussed in detail to give you the necessary tools and resources to market and promote yourself in the most effective and efficient way possible.

## Business Card

The business card you present everyday contains *information* that you share with potential contacts. It's your *billboard!* Whether you are currently working or seeking new opportunities, being prepared with a business card is the first step.

When I created my first business card it was very simple - one-sided (more on why later). It contained the name of business, my phone number and email address, and on the top right, a picture of my astrological sign (due to the insistence of the clerk at business depot!) Just that alone created some interesting conversations.

The next step is the most important and the underutilized tool that I have noticed in the networking events that I have participated at. It's important to understand that *not everyone carries business cards*. You have to be *prepared for the opportunity* when it presents itself, by simply using the two-card process. You place the second card underneath the first card so when you present your card and a potential contact doesn't have one you simply turn the second one over and ask them to write their name, number and email address on the back.

Check out <http://payamgis.ecardbuilder.com> (online proofing and more!)

Lastly, is being prepared with a 30-second elevator pitch (or less), to explain what you do. There may instances where you may not have 30 or more seconds to do you elevator pitch. A few months ago I was in an elevator in Downtown Toronto (try to take the stairs when possible) and was coming down from the sixteenth

floor. When we reached the 10<sup>th</sup> floor, a gentleman in a great striped suit walked in and I said, “Great suit!” We proceeded to the 7<sup>th</sup> floor and a lovely professional looking lady entered and I said, “WOW! We got a fashion show happening”. As the elevator neared the 1<sup>st</sup> floor I was beginning to enter my pocket to get my business card and the gentleman proceeded to open his suit and get his card (what luck!). We exited the elevator, we exchanged cards and I mentioned to him that I will call him in a few days regarding a project that I am working on in the Toronto area that he may be interested in. He said “great” and continued on with his day.

It’s important to carry business cards everywhere that you go from going shopping, bookstore, or the gym.

A few years ago I created a business card holder from a cassette tape holder by simply knocking of the middle plastic inserts and placing business cards inside. I called it the **Business Card Holder for the Pro on the Go!** When I went to networking events, and we were seated in group, I simply opened up my **Business Card Holder for the Pro on the Go** and placed in front of me. I also carried it my coat pocket. I have met very interesting people in the most unusual places.

Here are some simple strategies to do for at least 21 days to be sure that you will always be prepared for the opportunity:

- Put them everywhere in your jacket, pockets, track pants, give them to your partner or closes friends.
- If you find yourself not having cards on you say, “Oops I went out naked again” this will trigger you to make sure you remember your cards!

The above suggestion comes into play when your ***prepared for the opportunity*** when it happens.

A few months I had attended a basketball game doing some volunteer work for organization in Toronto, at the end of the game we were treated to some pizza and watched part of the game. I asked one of the volunteers beside me what he did and he proceeded to pull out a 3 by 5 index card with his name and experience on it. I was very impressed! He was prepared that evening because he knew there may be some networking and possibilities of meeting new people. He was ***prepared for the opportunity!***

I was at three day event a few weeks ago and there were numerous people who didn't have business cards. I filled out page and half of people who didn't have cards.

I was prepared knowing that this may occur; the important fact is they were not.

A great quote I heard lately, "How you do everything is how you do anything" – T Harv Eker.

Such a powerful and meaningful quote, but so true. They may be professionals that are good at the job that they do, but the mental "outside the box" may not be connecting with others. In the long run, this could be the costing them not merely a card but future mentors or leaders that they should have in the social circle.

Key Tip: Be prepared with a business card or paper and a pen and have simple pitch to make a great first impression.

## Attitude!

There are some great quotes from “attitude is contagious”, to a great one I heard a pastor use was “attitude of initiative”. There is a great book called “Attitudes Are Contagious Are yours worth Catching?” a thin book, but a powerful message. In the word of networking, it is important to have the attitude of generating new connections everyday because if you don’t your goals and dreams will suffer. Set up goal of 3 contacts a day if that’s too high then make it one and move towards getting to three.

When meeting new people remember *to be in there space, but not in their face*. When you are giving a handshake, and they are giving a handshake that’s firm try as hard as you can to mirror it with them. My slogan “Get Connected-Make It Happen” is heavily predicated on the fact you meet people with the *intention of doing something with them; either in business or getting a referral*.

Professionalism must shine through you to them. As you have heard many times, you only get one chance to make a ***first impression***, so make it a good one.

In the book mentioned earlier the authors do a tremendous job in explaining how some personal affirmations can greatly affect how you go about your daily networking. You must speak in to either a mirror or recorder and write it down and give it some energy and life.

There have been many studies that have proven not only written words but also verbal words can change the way you feel and how effective you are in your daily life.

Some of the quotes I have are the following:

“The significant problems you face in life can be solved at the same level of thinking when you first created the problem” – Albert Einstein

“To have an edge you got to be on the edge” – Donald Trump

“For things to change, first I must change” – D. Weeks

“Get Connected-Make It Happen” – Jim Pagiamtzis

“Opportunity is everywhere” – Wendy Ladd

## Key Questions

In attending any networking event it is crucial to be prepared with a couple of questions to be used with *specific intent* and with the importance of generating a result.

Examples:

What was your favourite vacation? Followed by what did you specifically enjoy about it? This creates an extended answer and the ability to create some connection with similar places you may have visited.

In the book “Meeting new people”, Debra Fine goes through numerous examples on particular questions to ask in any environment.

Recently, I was speaking to Chris Venn (author) who explained it this way, “It’s like a tennis match the ball goes back and forth” or even better when you watch two actors in a movie there conversation flows back and forth in the scenes they do.

Generating conversation is what freezes many people either when they are at a social function or at networking events. Many of us have heard the saying “icebreaker questions”, in my years of networking I have heard this terms used numerous times. What I have finally realized is that we have conversations with different people for different reasons everyday from just saying “hi” to saying “Thank You”. Communication will always be simple and it’s the way we describe the *event* that creates the temporary fear.

In the book “How to talk so people listen” by Sonia Hamlin, she goes through some powerful exercises on how to be an effective and efficient listener and how it can be the best way to having great conversations.

There are also different types of questions to use depending on the atmosphere either business questions or general social questions. It doesn't matter, as a specific question can be asked to get a desired result.

“Focus goes, energy flows, results show”

Focus on the particular question, give it the energy it needs and the results will show.

Key Tip: Find topics to create ongoing conversations, which will lead to the follow-up. This is done by exchanging business cards and writing down memorable **words or comments** to be used later when calling the new person back.

## Contacts

To have momentum come forward in an opportunity whether business or personal, you have talk and meet new people every day!

Set yourself a weekly goal and when you achieve it celebrate! (Go buy and ice cream or rent a favourite movie) The main reason to do this is to “anchor” the moment to fuel your future success.

There are different ways people communicate. Are you primarily an email user? Are you an MSN and Yahoo user? You will find on your journey as an entrepreneur that you will communicate with people in different ways.

Finally we have the 3 T's, which are Talkers, Texters, Typers.

As you begin to build new relationships with people you will notice that some people you will reach them via phone, while others you may text and receive an instant answer, and for many a simple email can get a response within short period time. Be aware of the 3 T's in your daily routine and it may yield some surprises!

## Database

A few years ago I was issued a challenge at an event that I had attended on how to create a newsletter.

In the beginning of the month I sent out the newsletter and had gotten no responses and this went on for a few months. Then finally after seven months, I began to get responses of encouragement and support. On one occasion, I had a published author contact me via my newsletter regarding her book. I had an event that I was speaking at on Mentorship and I invited her to speak at the end of the event. It was awesome! The audience connected with her and created a win-win situation for both of us.

All because of my persistence of doing the newsletter has now led into feature articles and other special offers being made.

Social Networking websites have been a huge success in the past few years such as LinkedIn, Facebook, Twitter, and blogging.

LinkedIn is great site to post your resume and expertise and also have the ability to join different groups and get connected with different people all over the world.

Facebook has taken the internet by storm. The ability to post your picture, talk about your life, be part of different groups and find people from you past and present and create a powerful group of friends. You can also play different games if you choose.

During my speaking engagements I would encourage you to use these sites with *specific intent* and you will see **results**. I have gotten referrals, suggestions and promoted various events that I have attended or promoted my own speaking engagements. There is statistical information to show you who will attend or won't be.

Recently I started my own blog at [www.jimpagiamtzis.blogspot.com](http://www.jimpagiamtzis.blogspot.com) and realized this is a new medium that can be used to promote your expertise, opinions or comments regarding topics of interest. This may be of interest to specific employers. In a recent talk that I did at a company I had mentioned when I was blogging, raised a very interesting discussion with the engineers on how it can be implemented with their corporate website/email system.

Lastly, you can create your own personal database using your outlook to direct it to different people in your network - from people who go to the same gym as you, to events of common nature you have with friends. Just **Do It**, and see what happens. Get Connected Make It Happen! It may be a lesson and learning experience to learn about your friend's interests.

## Formula for Results

### P-A-R Strategy

Networking is what everyone does, from entrepreneurs promoting their business to talking to friends about which New Year's party they are going to?

Using a simple formula called P-A-R, it creates a simple strategy to network with new and existing people easily and effectively.

P- Present

A- Adjust

R- Response

**Present** - Being *prepared for the opportunity* is where it begins. From having a simple one-sided business card to give to potential contacts and also using the two-card process to make sure you get their name and number if they don't have a card.

**Adjust** - Having the right *attitude* is also very important. Being the real you and creating a comfortable atmosphere to meet people is very important. You have one chance to make first impression!

**Response** - How you react to people questions is also important, and having *key questions* to ask puts you in the position to make you available to react to their potential needs.

## Resources Online

Toronto Public Library

<http://smallbizxpress.torontopubliclibrary.ca> (three articles)

Articles on online

<http://www.articlesbase.com/authors/jim-pagiamtzis/163965.htm>

Ezine articles

[http://ezinearticles.com/?expert\\_bio=Jim\\_Pagiamtzis&bio\\_sort=a](http://ezinearticles.com/?expert_bio=Jim_Pagiamtzis&bio_sort=a)

[www.jimpagiamtzis.wordpress.com](http://www.jimpagiamtzis.wordpress.com) profile

[www.sipgroup.org](http://www.sipgroup.org) (Member's Resources/presentations)

[www.enterprisetoronto.com](http://www.enterprisetoronto.com) various articles and events

[www.bizlaunch.ca](http://www.bizlaunch.ca) articles and events

[www.connectuscanada.com](http://www.connectuscanada.com) E-book by Donna Messer on Effective Networking Strategies

## Offline Resources

Meeting New People by Debra Fine

Masters of Networking by Ivan R Misner & Don Morgan

Attitudes are Contagious by Dennis & Wendy Mannering

How do I get myself to do what I need to do by Terry Gogna

([www.terrygogna.com](http://www.terrygogna.com))

How to Talk So People Listen by Sonya Hamlin

Seven Strategies to Success by Max Haroon

## About the Author

Jim Pagiamtzis is owner and founder of Get Connected Make Wealth Happen!

He works with consultants, entrepreneurs and corporate professionals on effective communication.



He has written articles for Centennial College, Toronto Public Library and Metroactive.org (blog),

He has appeared on That.Channel.com with Hugh Reilly on the Liquid Lunch Show.

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## How to create a 30 second elevator pitch that works!

I have said many times speaking on Networking your way to Success that you have to be “prepared for the opportunity”, have a prepared statement on what you do and how you *provide results* to your specific target market is the most important tool you need.

There has been many occasions from attending social event, basketball game to even being in an elevator! , where I had less than 30 seconds to make a statement, key thing to remember is you need to have at least three prepared statements to use in different situations that you may be in.

In order to put together an effective and efficient elevator pitch there are two things you have to know (considering perspective of the listener):

1<sup>st</sup> What’s in it for me?

2<sup>nd</sup> Why should I care?

You need to have a catch statement that will create interest for your potential customer to ask questions for more information which will lead to asking for your business card.

You have to explain what you do and put an actions statement attached to it, *to gain interest*.

“I’m Jim, and I’m a writer who compels people to take action”

The statement contains name, position and call to action statement. This is the simplest template to follow that can be used to explain anything you do.

Speaking to professionals who are in transition or who starting a new business the process I have shared is that *your are brand that adds value for them*.

When you get into the momentum of doing it every day and speaking it effortlessly, it will roll off your tongue as easy as have a drink of water.

We talk about various topics everyday from the weather to latest news become an effective communicator is having a strong and controlled conversation that will yield in a result in a new contact or even a referral.

Go out and Get Connected and Make Wealth happen!

Now you have collapsed your pitch in 30 seconds, prepare various alternatives, 15 seconds, 60 seconds, 90 seconds and 120 seconds.

Good luck!