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About the Author

Marion Beale says that many people are not getting the opportunities or rewards which they deserve.

She said, "I know many people that work hard and have the proven ability to be much more successful than they are, but they don't get considered because their accomplishments aren't recognized and their ability is unknown or underestimated by the decision makers."

"Some seem to lose at the last step because they make simple mistakes because of the pressure or their self-induced doubts."

"Many of them become frustrated and depressed. That makes it even harder for them to make progress on their work and their career."

"My book will show them simple, proven ways that they can use to improve their ability to communicate better with everyone they meet in all kinds of situations."

Marion says that networking is not just helpful for improving our business relationships; it can help in all areas of our personal lives as well.

Some people think they are already good networkers but realize that the results they are getting are not as good as they would like.

Marion says that her book will help any reader to use the power of networking to be recognized and suitably rewarded for their efforts and achievements.

These methods, based on her wide experience and research, will help you to avoid the traps and make the best of the opportunities which you get, ensuring that your future will be more successful and fulfilling.

Introduction

Networking is one of those key skills which can help you to make the most of the opportunities which come your way in business and any other activity which you are actively interested in.

Used correctly, it can increase your profile within our industry and other areas of activity, both personal and professional.

Some people have a negative view of business networking. Some of them probably remember being approached by someone whose acted like Attila the Hun!

That experience has convinced people that modern business networking is basically an underhand way to extract personal benefit from other people while pretending to be creating a personal or professional mutually beneficial relationship with them.

The truth is that we have an inborn need and ability to network. However, developing a helpful network only works if we are willing to help other people on the basis of mutual respect and not just because of what we might be able to get from the arrangement.

Using networking is like someone trying to grow fruit trees. If they never apply any fertilizer or water, and only visit it when they want some fruit, the amount and quality of the fruit which they get is likely to be low and the arrangement short-lived.

Why do we need to network?

Networking is a widely accepted and easy way to make contact with people who may be willing to connect with you informally and without any obligation so that you can provide mutual encouragement and feedback when asked.

I have heard some people say that networking is not necessary when people really apply themselves and treat everyone that they work with in a professional manner. If only that were enough!

How will you stand out at your next job interview,

Will you have been recommended or will you just be a blur/



With the pace of business life now, it is unlikely that we can expect our achievements to be known to other people without any action on our part.

Even if they are aware of them, they will probably not have any reason to remember that information unless:

- They have an immediate need for someone with your skills and experience, or
- There is some sort of established relationship, , between you.

Despite the 24/7 availability and ease of access to a wide variety of media, it can be very difficult to keep up with all new developments and potential opportunities in our particular line of business.

A network can help by each person sharing any significant news about a particular type of business with people who are working in that area or interested in taking it on.

They can be of even greater help when and if they are confident enough about someone in their network to give a personal endorsement for them.



This has become even more valuable as the employment market shrinks and the short lists for more and more positions are filled on the basis of personal recommendations rather than by being assigned to expensive outside organizations.

When someone offers a personal endorsement, they are risking damage to their own reputation. That gives extra impact.

This also applies when someone recommends your company, product or service.

Although many millions of dollars are spent creating and promoting products, many people are turning away from that source and are favoring personal recommendations from their friends and business colleagues.

Setting it Straight about Business Networking

"I don't want to connect to people just to use them. Call me old-fashioned, but I want to maintain my reputation as a person as well as a business person!"

That's a great mind-set and it fits with the way I do my own networking.

I suggest you use the networking techniques which I describe to build mutually beneficial connections only where they will work for all concerned. Always keep your focus on building strong relationships with the people and enjoying the time together just for the experiences you share with them.

I've seen many people try the calculated approach and their results are usually much worse than they expect. Their inward, selfish focus soon becomes obvious to everyone they try to use instead of engage with!

Networking is not some magical device which will cause your business to improve by 100% overnight.

It is a process which can help you to get better results from the time and effort which you put into making the best use of your abilities and opportunities.



Like most activities which have real value for us, networking involves accepting and discharging obligations as well as realizing potential benefits.

Networking is not just confined to sales or business. It is common practice with almost every group of people that connects with each other to engage in and promote a common interest, whether that is to do with sport, community service, a hobby, a belief or a business activity.

Networking is not sneaky unless a particular person uses it in a selfish way without any intention to assist those that he seeks benefits from.

It seems to be something which should be very easy but many people find that they get poor results from their attempts at networking.

You will get better results when you understand that your networking efforts should be focused on helping and developing sincere relationships with the people in your various networks.

First Steps



Before you start your campaign to increase your networks, you could set aside some time to review your current situation, prospects and future goals.

If you already do this on a regular basis, you are on the right track and well ahead of many people.

It is valuable for reducing the impact of any short-term disappointments on your general attitude and self-

esteem, and will be a great help to you for keeping everything in better perspective.

If you are not already doing this, these are the steps which I believe will be well worthwhile for you to do as soon as possible:

- Review where you are with your current business activities.
- Review the high points and also any gaps in your current qualifications, knowledge and skills.
- Decide how you will tackle any problems which your review has revealed. Take the first step in dealing with the most important problem as soon as possible.
- Decide what you want to achieve in the next 6 months, one year and five years. Making a long time-line with specific intermediate steps will help you to have a realistic measure of your actual progress at any point and alert you if your progress slows to a point where you may not be able to reach your desired goals.

As you start to make new connections and develop your business, always keep the potential long-term benefits in mind while focusing your efforts on what is most important that you do in the short term.

Otherwise, it can become very easy to be side-tracked from the course you have carefully researched and planned for by new developments and opportunities that you hear about.

What Networks Do You Currently Access?

At this point it would be worthwhile for you to check what networks you currently have access to.

Many people are surprised by the results of this exercise.

It is likely that you already have access to many more people who might either be interested in your products or services or who might be able to provide references for you than you might have realized:

- Most of us have been involved in a number of sporting or other groups related to our personal interests.
- We may have access to professional associations because of the work which we do or qualifications which we have obtained.
- Are you a member of organizations because of your family’s activities at local schools, voluntary programs or community improvement groups?

All of these types of organizations are potential sources for making valuable contacts in a mutually beneficial network.

But, it is important for your personal reputation and credibility that you take your membership of the organization seriously and always make it the focus of your interaction with the people that you deal with in relation to it.

Any business opportunities which you get through those associations should only be regarded as valuable but incidental benefits compared to the relationships and activities which you enjoy as an active member of the group.

Common Networking Mistakes

Networking is not hard but this chapter explains some of the basic mistakes which many people make with their networking activities. Some are fairly obvious but they still trip up many people and cause problems for them which can last for years.

Networking that Doesn't Work

Many people join groups to meet more people with their main focus on the possible networking opportunity and the potential benefits.

This selfish attitude is usually obvious to most of the people they approach. If people see that someone is only making contact with them because of possible personal advantage, they start to avoid further contact with that person.

People want to be with and do business with people who treat them as people first and prospects only when they actually ask for information about their products or services.

That focus will likely cause lasting damage to their personal and professional reputations.

This attitude has been so widespread over the years that many people believe networking is only an excuse for trying to get some selfish short-term gain.

When you associate with people because of their personal qualities and the enjoyment you all get from shared interests and activities, opportunities for mutually beneficial networking may occur.

But, effective networking means showing a willingness to help the other people on the basis of mutual respect, without regard for whether or not we might get any benefit from the arrangement ourselves.

What can You Do for Me Today?

Another error which reduces the effectiveness of some people's networking efforts is when you only follow up with someone that you have a connection to when there is something you want.

Show that you value them as people and look for ways that you can help them without any apparent or implied obligation on them to do something for you in return.

Asking the Wrong Person for Help



Another mistake which people make when they need a recommendation from someone about their work performance, is to approach someone that they know that is widely respected but who has no direct knowledge of their competence or experience in performing those types of duties.

Most people are usually very happy to help any person that they know, but it is unfair to ask them to provide a reference when they don't know enough about you and your qualifications or experience in that area.

Another problem with this is that it tells the person you asked for the referral that you are not as aware of their areas of expertise as they thought.

Is Offline Networking Less Useful Now?

Networking opportunities are increasing faster than ever.

Many people think that the wide acceptance of online networking will reduce the opportunities for face-to-face networking.

But, my experience is that even the most technically savvy people I know in business still use and benefit from their face to face encounters.

One said to me, "The power of genuine physical contact has a powerful effect on most people that will never be extinguished by high-tech wizardry."

The tech stuff will help us to accomplish many things more easily with less effort and save a lot of time.

Some of that time will be invested in networking face to face with people that we probably don't get to see as much as we'd like now.

It will mean that people will be able to deal with routine contacts more efficiently through smart phones, email, conference calls (by phone or on the Internet).

That will give them more time to enjoy those personal and business relationships which are of most value to them.

Online Networking

Do you feel overwhelmed by the thought of being left behind unless you become a user of the Internet networking web sites?

Worrying won't help and I don't think you need to anyway. Most of the available web sites have lots of help available which is aimed at people with little experience of the equipment and procedures.

The days of the Internet being mostly reserved for the technical wizards have gone because those wizards realized that the learners would buy more of their products and services if it was easier for us to use them!

You should look into the possible benefits of using some of the available options and you might be surprised how many are within your ability to use and enjoy.



This can be a networking opportunity! Do some reading about the current equipment. When you see something that has features which might make you more efficient, or improve some area of your life significantly at reasonable cost, ask your more tech-savvy friends and colleagues what you might get and how to use them.

Listen most closely to those who have actual experience with the particular devices you want to get. You will usually get a good response because you are paying them a compliment, recognizing their expertise.

Keep in mind that some might be over-enthusiastic about the brand or type of device they bought because they want give the impression that they have good judgment rather than because the machine is so exceptional.

They may have different priorities to you and your family, so ask them specific questions which will give you a good idea about how well the device or system might fit your needs.

Older people like me find that this can help keep our brain cells exercised and also make connections with people who are mostly outside our age group.

If the new device requires you to learn some new techniques, it will also give you the opportunity to help others in the future when they ask you to share your new knowledge and experience.

Although I usually get a book when I need to learn about something new, I always check whether there is an affordable adult learning course available in my area with a good instructor.

Group learning is great because there is the opportunity to ask questions and learn from the questions which other learners ask. And it’s also a great way to meet new people who share some of your interests.

Your Own web site or blog

I have had a couple of web sites for a few years. I believe that it is almost essential if you are in a business, full or part-time.

It is worth considering even if you aren't active in some sort of business.

It helps to build your credibility with people that you only deal with through the Internet.

It means you can make contacts with people around the world. I have even met people from my own area because they first contacted me about something on one of my web sites.

You can set up your web site fairly easily and the cost is probably less than you think.

You probably know some that can help you with that for a small fee or even for free. I found a close friend's son was very good at this and very happy to share his knowledge with me while he put the site together and loaded it onto my hosting account.

Now, I maintain it myself but call the expert if there is some problem.

There are probably courses in your local area and many good books which you can learn from.

Having your own website or blog will enable you to promote yourself and your business in color on an almost unlimited number of pages for just a few cents a week!

Networking through Public Social Sites

One of the biggest developments on the Internet over the last few years has been the increased number and popularity of sites where almost anyone is welcome to join and share their information, both personal and professional.

Twitter, Facebook and many others are mostly focused on making connections on a personal basis though people do also share business information.

Other sites are more focused on commercial activity.

The most popular of these at the time of writing is probably LinkedIn
<http://www.linkedin.com/> .

The membership includes many people who run or are employed by the largest and most successful companies around the world.

But, there are thousands of students and people that operate at all levels of every imaginable type of business right around the world.

On LinkedIn, people share business details, do networking and seek jobs or applicants for jobs at their businesses.

You can also ask for help with questions on almost any type of business-related matter. The answers are likely to be good because they are open to examination and review by other members of LinkedIn and no member would post something which they were not sure of because of the possible effect on their own credibility.

LinkedIn is focused on business. There are groups which you can join that cover almost every aspect of business and most of the sub-niches as well.

When you are familiar with the System and have added some people to your profile, one option available to you is to set up your own group.

You must have some particular expertise and think of a particular sub-niche which is not already over-supplied.

Invite everyone who is connected to you on LinkedIn.

You will have to set up the Group but that’s fairly easy.

Then, you write the invitation which may be the most important sales letter you ever write.

Low-key is important, but push the benefits of connecting with people like themselves in that niche and having the opportunity to become better known etc.

This is just one of the features of LinkedIn that makes it an ideal site for anyone that wants to develop their contacts and options in every area of their business.

Networking on Google +

Google + is still very new as I write this.

I want to mention it because I believe that it will give us great value in the future.

With all these sites, keep your focus on the social aspects which may include your hobbies and other personal interests unless it is generally accepted on that particular site to discuss business. LinkedIn is probably the major business –related site in this area, just as it has been for some time.

Please understand that I am giving you some information but there could be significant changes at any time as happens with Google properties and many others on the Internet and with the bricks and mortar kind also. You will have to carefully check their terms and rules to see if any of this material is no longer useful because of changes to Google’s rules and requirements.

Google + is not a clone of Facebook or any of the other networking sites.

When you join Google +, you set up Circles of your contacts.

Each Circle can be for connecting with the people you interact with in a particular area of your life. Set them up for (as an example) family, work, sports club, etc

You don’t have to put anyone in any of your Circles and neither do they.

If you want to join someone’s Circle, you can send them a message or add a reply to a post they have made.

I would only send a message if I already knew them.

I would post a reply to other people

You can use the Search to find people who have similar interests or business activities.

You want to concentrate of people that are active on Google +. If they are an inactive Member and not posting, you are better off to delay contacting until you see they are active.

Get the public details of about 12 or more people that you want to connect with. Then, put a message on one of their posts.

That message should be a relevant reply to their post.

It is very bad mistake to post anything which takes the focus away from the subject which the thread is about.

Don't put anything which could be considered pushy (no web links or business names).

If they are interested in connecting with you, they will probably leave a message on one of your posts or email you.

Good Luck.

Forums

There are also sites called forums which provide opportunities for people who want to learn or share information on a particular topic. These sites attract hobbyists, professionals and also people wanting to sell to the other visitors.

Some of the forums are actually owned by companies or individuals who sell products or services to the visitors themselves.

You can find sites related to your particular type of business by typing it into any of the search engines something like **Forum: Web Design** if web design is your specialty.

Look at the areas of some of the forums related to your business to check whether or not:

- They are very active or are the messages on them out of date?
- The visitors are enthusiastic and helpful?
- You are allowed to promote your business in posts or paid advertising?
- Are there areas for professionals and also for hobbyists?

Most Forums and other public sites require that each person who wants to participate in the Forum fill in a registration form with details such as contact details, age, birth date etc.

Some forums charge a fee for membership as well.

If you post commercial messages on a Forum which is not full of those sort of messages already, you need to check carefully for permission. If you post any reference to your business or one you are associated with on a Forum which does not allow it, you might be banned and also suffer damage to your online reputation because of that mistake.

First Rule on the Internet: Be Nice

The content of many web sites and many messages posted on web sites are less formal or even cheeky at times. Some people get more people watching and responding to what they put on their own sites or other people’s because of the attitudes they adopt.

That approach takes experience and constant activity to work and may backfire at any time if public attitudes change. Sometimes this happens because that person makes some blunder. Sometimes, it may be someone who wants to promote themselves by attacking them.

The best tactic is usually to always maintain a standard for your own contributions which reflects the professional image you want to project to potential clients or employers.

You should never post anything negative about anyone or anything which you would not like to be repeated anywhere at any time in the future.

A hasty reply to a post in a Forum or something clever but negative about someone else can cause you problems for years to come.

Nothing which is posted on the Internet can ever be completely removed.

Sites like The Web Archive <http://www.archive.org/> gather copies of sites and other material and provide public access to them for years after the owners may have changed the sites, their way of doing business and other relevant details.

Your site may need to have information about how you handle any personal information which is supplied to you through your site. That is required for any business site in almost any country.

If your site appeals to children, there are other special requirements.

Anyone setting up a business web site should check details with a lawyer that has current relevant experience. The laws are in constant development due to new legal decisions and government regulations. Some penalties may even be applied across national borders.

Treat all visitors with the same respect you expect for yourself.

Networking Successfully at Business Events

The focus of this section is to help you make the most of your networking opportunities.

Some readers will not need as much help as I did when I first began attending business events.

But, even if you are successful at mixing at social and business events, you may find some interesting tips which you might consider trying.

If you have had less success than you hoped for previously, then I hope you will find some help and reality-based inspiration here which will help you to greater success in the future.

Networking is usually acceptable and, in fact, expected at almost every business event. Just always use your good judgment so that no-one can reasonably accuse you of any missteps.

Stay on the Event Venue

The most valuable lesson I learned was that many of the best business connections were not made during the programmed sessions.

They happened when people met informally at the bar, restaurants and even when some people who were at the event toured some of the local sites and shopping areas.

The first time that I attended a conference, I stayed at a hotel some distance from the venue of the event because I was on a tight budget.

A colleague who stayed on the site was contacted after the conference by another attendee and they signed a substantial contract. Her commission probably paid her costs for attending several conferences.

Apart from those rare sales, spending off-duty time with other attendees meant that we got to know each other much better and that made attending other events in the following years even more enjoyable.

24 hour a Day Representative

Always remember that when you attend an event of any kind as a representative of your company, you can never be really off-duty. Any misbehavior will reflect badly on both you and the company.

Treat Everyone as You want to be Treated

I’ve seen some smart people make a mistake of treating staff at venues, waiters and other service people badly.

Apart from the unfairness of it, they often pay a penalty because many potential employers and other senior management people would not want them representing their businesses.

Another bad habit is repeating gossip or making negative comments about other people. Gossip sunk ships in the Second World War according to the poster. Since then, it’s sunk a lot of careers!

The people the gossip shares their “hot news” with probably wonder what the gossip says about them when they are not around.

Making Contact

Many people never get an opportunity to promote their abilities and knowledge because they have problems connecting with people on a professional or social level.

This chapter contains some of the tips I’ve used or been told are highly effective in all sorts of situations.

They may not all be suitable for each reader but are all worth careful consideration.

Before You Attend any Event

Just as a General plans every campaign to give their side the best chance of victory, we need to plan our attack in fine detail.

Get the details of the event as long before it occurs as possible.

If possible, I try to visit the venue and check the layout.

If I am speaking or presenting a display or promotion during the event, this step is essential. If I’m on the program, I check the stage, fittings, equipment and get all details of the staff running the event, including lighting, sound and other contractors.

If I have a display at the event, I find out all the rules which I must comply with, who to check in with on the first day, setting up times and when we can pack away.

Some venues have rules that only their staff or contractors can do some of this work.

Even if I just a paying audience member, it’s still something I find very useful.

I check any equipment I take with me, ensure it is clearly indelibly marked and make sure there will be no hassles carrying the equipment on planes etc.

Check the conditions on the insurance. If you don’t have some of your equipment already insured, the agent you deal with can probably arrange a

cover note on your regular policies to protect the equipment for the duration of the event and traveling both ways.

But, get everything in writing as long before you leave as possible.

Get photos which show any special marks or other special features on the equipment. Keep copies at home or in your bank.

Socializing

I’m no expert and was very shy even after I had been working for a couple of years.

But, I’ve been able to deal with it, thanks to great help from many other people and an overwhelming desire to succeed at doing the sort of work I dreamed of doing.

When you enter a room full of people that all seem to be having a great time and lots of conversation, it can be depressing which just makes your butterflies grow until they seem to be thundering around your stomach like a herd of buffaloes!

Beat Your Butterflies



An experienced speaker told me at one conference he knew he would perform well only when he felt a couple of butterflies starting to get ready for takeoff in his stomach.

He said “ That’s natural and part of the fight or flee response which kept our ancestors from being some dinosaur’s dinner.”

He takes a few deep breaths and steps onto the platform. He says that is when the butterflies drop because he is focused on the people he will speak to and that eliminates any shivers. He said that you can't focus successfully on two things, fear and the audience. So, just focus on what's most important.

For a speaker, that's the audience. For us networkers, that's the people we want to share a small part of the event with.

I've also found that making an imaginary mental video of me doing whatever I have been practicing but am still nervous about without any problems is helpful.

I run that mental movie through my mind in full color a couple of times each day and that also helps.

After you have done this and also used the same techniques when you are at a real event, you will understand how powerful our minds are.

You see, while you have been worrying about how you will handle the real meet 'n' greet, you have been feeding your subconscious with negative messages based on your discomfort.

But, then your subconscious started getting more optimistic messages from your mind movie, so it started believing in you again.

As powerful as your subconscious is, it's not able to tell whether the information we feed it is true or not, so it accepts whatever we feed it until we change the messages we give it.

The speaker's parting advice was, "ALWAYS BE POSITIVE. Then, if you have prepared and practiced, it's just a matter of taking action and you will be successful."

Of course, you won't win every time because someone else may have better physique, talent or practiced even better than you.

But, your average of successes will steadily increase.

Face to Face

Here are some simple but important tips which will help you when you are talking to any group of people, especially when you are in unfamiliar territory and feel pressure to succeed in gaining some credibility and acceptance.

If you are at a social or business event and there are a number of small groups as well as some individuals scattered around the room, these tips should help you to get some useful contacts and have some interesting conversations.

Many people say that they can't think what to say first, but others worry that they don't know whether to approach some individual people and groups for fear of being rejected, even if it is likely to be done very gently.

Unless you already know them personally, I wouldn't make your first approach to the most attractive person of the opposite sex who is alone at the moment you come in. They will have no problem starting to talk with you or moving on, your best tactic is to approach a group first.

If the group is in a defensive circle with no obvious openings, try another group.

If they are obviously deeply engaged in whatever they are discussing then they might prefer that you don't push in at that moment.

But, few people will be upset because the smart ones are always looking for new people who might have some interesting ideas to share.

Smile Secrets

When you look at someone, you probably smile.

Did you know a lot of smiles are off-putting?

That obviously includes those where the person's teeth are likely those of a large grouper fish.

But, equally unattractive are the professional smiles that don't spread past the lip line to energize the eyes.

Check your own smile in the mirror and also look at the professional smiles of the movie stars and other media personalities.

Their eyes reflect their smile.

The other part of an effective smile is ensuring you are feeling good so you have enough energy to project your energy to the people you are with or even those you are talking to on the phone or the Internet.

Share some Energy

If you are feeling below par or even really sick, your ability to have an enjoyable conversation is diminished.

So, you can understand that the better you feel, both physically and mentally, the more enjoyable company you will be.

That’s why you should keep yourself in good shape by eating well, getting enough exercise and all the usual advice.



Until you experience the difference which some gradual improvements in your diet and activity levels can provide to you, you won’t know what living well really means.

I’m not suggesting that you should get one of those magic but very expensive exercise machines which are advertised on late night TV or join an expensive gym.

Get checked by your doctor and ask him or her to advise you what type and level of exercise would be appropriate for you to start with.

One reason that many actors are able to keep working and impressing audiences until their grandchildren have started their own careers in many cases is that they follow exercise and diet regimes (don’t believe what they say in advertisements!)

Often, a sensible slow increase in these areas can provide great benefits in all areas of our social and business interaction.

Every Meeting is an Opportunity

The easiest way to get yourself more active in your business networking is to change the message you are giving yourself with your internal conversation with your subconscious.

Instead of repeating those messages about the potential for disaster if you don't handle meeting new people well, start reminding yourself that every meeting is an opportunity.

An opportunity for what?

Well, that's up to you. You will usually find that the other person is also interested in finding out more about you and enlarging their social network.

A few minutes of polite chat, even if you feel a bit nervous could be the start of a friendship or business relationship which could endure for the rest of both your lives.

The Power of Referrals

Many people that I know got jobs or other work because of a formal or informal referral from someone who knew about them and the quality of their work.

Prospective employers are likely to be impressed by someone that they know well through business activities that is prepared to endorse the claims and qualities of a prospective employee or service provider.

That's understandable because the person who makes the recommendation is risking their reputation when they add it to that of the person they endorse.

The person who was referred should treat the opportunity as especially important because the effort which they put into it and the result could also affect the willingness of the referrer to give them such a quality reference in the future.

When somebody supplies a detailed endorsement of you and your work they are doing you a big favor.

But, even if someone just passes on your name and contact details to someone that might buy your product or service, they are still making a significant move outside their comfort zone.

Some people I know offer two or three of their business cards to any client who asks for one. That's usually acceptable. The client might keep one in his office and one in his briefcase. Or, of course, he might hand one or two to friends of his that want a similar product or service.

When you are asked to give a referral, think about what is involved. Ask that person exactly what will they want to talk to their prospective employer about so that you don't waste their time and don't get into irrelevant areas when talking about them.

What’s on Your Business card?

Apart from the inevitable logo, most business cards used to be fairly plain with just the basic information, except for those people and businesses in the creative areas such as advertising etc.

But, the variety which we see now is enormous.

I still think that the basic information is the most important part for you and the person you give the card to.

But, some people put some useful information which the customer is likely to refer to in their daily work on the back of their card to encourage the client to keep their card close.

Calendars or sports fixture dates are popular with many businesses.

It can be a good idea to have more than one type of business card.

If you are seeking a new job, you should have a card to give prospective employers which only gives the contact details you want them to have.

That type of card could also have your qualifications and any other significant awards which might be overkill for your day-to-day card.

Using Your Cards Effectively

Only give a card to someone who asks for it. Otherwise, your contact may think you have a hard time getting rid of them.

Some people measure their success at business events by the number of cards which they give out.

But, that is only a good guide if the other people keep and use the card to contact that person or to refer a prospective customer to them.

I have a card specially printed for putting in those “win a prize” bowls on company displays at conventions and exhibitions. It’s reasonable quality but lower cost than the cards I give out to clients and business contacts.

Business cards can be used to pass a note to someone at a meeting. It might also be used later by them to contact you.

Secrets of Success

Success is simple. Just do the right thing often enough and keep doing it until you get where you planned to go.

There are a few other tips which I’ve learned from people that are more successful than I am so far.

I hope these suggestions help you get where you want to be at least a little sooner.

Follow Up

One important thing which separates people that makes the most of opportunities and those who don’t is that the successful ones follow up each and every time.

But, some other people don’t even follow up on opportunities which are often just handed to them.

Thomas Edison dogged pursuit of a viable and patentable incandescent globe is a great example.

So is the story of the apprentice who was sent on the impossible task of frosting the inside of a globe.

Although most experts agreed at the time that task was impossible, this apprentice succeeded because no-one told him it was impossible.

I sometimes think that many of us, set limits on the possible achievements of our kids because we insist that so many things are “impossible”.

Even the first chief of IBM underestimated the number of computers that would be sold by several million.

Imagination is an important ingredient in many great discoveries.

But, there is also a bit of hard work required as well.

Many people who probably have equal ability may not ever make similar heights of accomplishment because they don’t apply themselves as hard.

I try to remember that the difference between the winner and second placed horse in many big races is very small but the difference in the rewards which their owners receive is much greater.

So, if a task needs a few hours extra work or means missing an occasional social event, I’ll probably do it.

But, I try to make as many of those events involving my two kids as I can because they’re the most important reason I keep working.

Keep Learning and Sharing

Some people feel they have learned all they need to know when they leave school.

But, most very successful people find they benefit by continuing to be interested in improving their abilities and trying new things.

That enthusiasm and curiosity helps to improve their own well-being and self belief.

It also makes them more interesting to be around and to work or socialize with. Some of that energy rubs onto those they share their time and knowledge with.

That attracts more people to their vicinity.

I hope that you will continue to learn, enjoy and share with your personal and professional networks.

I also hope that my ebook has helped you set your path to greater success and fulfillment .

Be well and happy – then everything else will come easily!

Marion Beale

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