

## **Networking and Influence**

**I don't know what your definition of networking is.....and I really really don't care. By the way. Do you have anything valuable you can give me...for free...that I'll just keep...without saying thank you?**

**So how does that last paragraph make you feel?**

**Warm and welcomed into my world or a little miffed, angry or awkward.**

Well none of those emotions are desirable when networking. Yet those are exactly the messages that we send when we network. When it's all about us. When we are talking to a potential contact, and then look past them at a more interesting prospect. Or when we ask a question but don't listen attentively to the answer. When we don't pay attention to the person's language and what's interesting and important to them.

Everyone thinks that networking is about being persuasive....persuading the other person to see how great we are. But the truth is that the best networking is about becoming influential. And being influential means that people seek you out. Want to spend time with you. Enjoy being in your company, referring others to you. Helping you to find and use resources.

So seek to be influential and not to persuade.

Want to know more about becoming way more influential in ways that make networking more meaningful and effective?

Try these non traditional resources: (In each case ask yourself the following questions as you read – what does this contain that can make me more influential, a better networker and more successful? How can I start using that right away?)

**Triggers by Joseph Sugarman**

**Trust Agents by Chris Brogan**

**Getting Past No and The Power of A Positive No by William Ury**

**Design Engineering by Richard Bandler**

**Yes! By Robert Cialdini**

**Flipnosis by Kevin Dutton**

**Subliminal by Leonard Moldinow**

