

CONNECTWORKING™

by GOYAN GOADS

Hi, I'm Daniel's alter-ego. My name is GOYAN GOADS. It's actually an acronym that stands for:

Get Off Your Ass Now Glorious Opportunities Await Diligent Success-seekers

In Daniel's bestseller book *Milk & Cookies For Success*, I was asked to summarize **Connectworking™**—while incorporating some of the key-points from **Communicaetiquette™**. Using only the letters contained in the word C-O-N-N-E-C-T-W-O-R-K-I-N-G, and going solely from left to right, I found 43 words (in blue below).

CO: **C**ommanding **O**fficer—you're IT! You are in charge when it comes to building your network. It is YOUR show! It's YOUR project, YOUR responsibility. No one is going to build your network for you or deliver one ready-made on a silver platter.

COCO: undoubtedly, she was a talented fashion designer with flair. But another reason for Gabrielle **Coco** Chanel's popularity and success was her ability to connect and surround herself with the 'right' people in the 'right' circles...

COG: according to the dictionary, a cog is what you'd call an unimportant member of a group. Whatever association or organization you belong to—you DO belong, don't you?—get involved! Don't be a cog.

COIN: coin a word, a sentence, an expression, a quotation, a gesture—something remarkable that is uniquely yours! (Connectworking™ / Communicaetiquette™ / BizzBlockers™ / BizzBuilders™ / CommTools™)

COOING: To coo means to murmur or talk fondly or amorously. Don't be caught doing that. My friend Bob—his real name—does it ALL the time, be it at social or business events. As a result, most women—and men accompanied by their wives—avoid him like the plague.

COOK / COOKING: Tell me the truth; would you cook the most important meal of your life without a modicum of preparation? I didn't think so. Here's a thought; the next room you 'work' or breakfast you attend might bring forth the most meaningful and paramount opportunity / person in your lifetime—you just don't know. Are you going to chance it and walk in there unprepared? Are you? Hey, make sure you have all your cooking tools and ingredients ready for action, and results. Remember these 14 Ps.

[Proper Preparation Prevents Poor, Pointless, Powerless, Passionless Performances
& Promises Positive, Pertinent, Powerful, Personalized Presentations.]

CON: Spanish for 'with'. The only way to succeed in business, and particularly in the real estate investing business, is *CON la cooperacion de otras personas*. "You can't do it alone" is a truism in all languages. (*"It's hard to find a rich hermit."*—Jim Rohn)

CONE: What's the first thing that comes to mind when you hear the words ice cream cone? FUN, right? Well 'fun' is the first thing that comes to my mind when I think of *Connectworking™*. That's why I always want more.

(see WORK below)

CONNECTOR: develop a reputation for being a person who can connect people to one another. Be known as a bridge-builder...not a fence builder.

CORK: you have bad news you'd like to share, gossips, criticisms...? My advice; put a CORK in it! You want people to smile when they see you come into a room...not smile when they see you leave the room.

CORN: ...on your toes? Tell your mom, your sister and your podiatrist. No one else will care to hear about that... (see 'cork'...)

COT: If you're going to go clear across town to attend a breakfast, a benefit or any other "networking" function, you gotta be super-active in getting to meet new people. If you don't, you may as well take a COT with you, find a quiet place in a dark stockroom and use that time to catch up on your sleep. Otherwise it might be time wasted.

COW: Harvey Mackay talks about *digging a well* before you can drink. Daniel wrote about *planting seeds* before you can harvest fruit. My take on that is that if you want to get milk out of a cow, you have to put something 'in' first. And you gotta give the cow some TLC. Ditto your garden, and as Harvey said, "Ditto your network."

ECRIN: French word for jewelry box—a place where you keep your precious stones. For your network, that's your Rolodex®, your binders, your *ACT!* software, your CRM or any special place, physical or virtual, where you safe keep one of your most precious resources—the data on your contacts.

E.T.: phone home... and phone your friends, your contacts, stay in touch! And remember, it's not E.T. text home, or E.T. email home...It's E.T. PHONE home!!!!

CONNECTWORKING™ KEY POINT:

Connectworking is like gardening—or farming—not like fishing.

So STAY IN TOUCH...

EWOK: here's what I want you to keep in mind about that little character from Star Wars; underneath the costume, there's a person—just like you! EVERYONE you will meet at an event is a person...just like you.

IN: Got to be "IN" not "out"—out of step, out of touch, out of your mind...

Be IN the moment, stay IN touch—don't be known as the one always IN absentia.

Be IN charge of your destiny, and IN control of your attitude.

Be IN on what's happening, what's hot!

Be IN with the right people—be the IN person to know.

Be constantly IN search of knowledge and new contacts.

Have it IN you to take action and to succeed.

Most important, make sure you cause people to smile when you walk IN the room—not when you exit—and let as many people as you can find a friend IN you.

KING: "*Punctuality is the politeness of kings.*"—Louis XVIII. This is an excellent way to make a great impression; be on time, ALL the time!

NECK: you don't have to build your network at break-NECK speed. Take your time, and do it right!

NEON: as in neon light, promote yourself, advertise YOU Inc... Let people know you're there! Even better, let them know that you'll be there when they need you.

NET: let your smile, your enthusiasm and your personality be like a 'NET' to catch and keep people's attention and interest.

NETWORK: *"Network as if your life depended on it, because it does."* Words of wisdom—and experience—from Harvey Mackay. And let's add to this the irrefutable fact that your NETWORK is your NET WORTH!

NEW: *"A new broom sweeps clean, but an old broom knows the corners."* —proverb from the Virgin Islands. If you do this *Connectworking™* right, you'll make a LOT of new friends... Don't forget the 'old' ones because in the long run, they're probably your best bet for success...(just don't spend all your networking face-to-face time with them...)

NO: NO man is an island, we're all part of the mainland. Meaning we all need each other to succeed... even more so in real estate investing.

NO: Are you one of those people who think *Connectworking™* is a numbers' game? NO it's NOT! Don't go for quantity, go for quality...It's WAY better to come back home after a full day conference with TWO really good connections than with 17 business cards from people you barely talked with and who will most probably not remember you when you contact them six months from now.

OCTO (8): My recipe for 'success' when it comes to *Connectworking™* is very simple; it only has 8 words;

GET YOUR ASS IN GEAR AND DO IT!

OK: "Hey, Bob is really an OK guy." "You know, Mary is an OK lady." Isn't that a great reputation to have developed? Be known as an OK person!

ON: Another great reputation to have is that of a person who is "ON":

ON schedule

ON time

ON the ball

ON purpose

ON the move

ON the board (of directors, etc.)

ON to something...

ON his or her way to the top

Also, be always turned ON, not 'off', and keep ON keepin' ON!

ONE: *"One is the loneliest number..."* the song said. But if you work hard on your **Connectworking™** & **Communicatiquette™** skills, the only "one" in your life will be "ONE" heck of an excitincredible and wonderFUNtastic time! I promise you that!

RING: It's one of your key contacts' birthday? Well, you could be ordinary and send him/her an e-mail or a fax or text him/her. You could be different and send a card. Why not be memorable and give him/her a 'ring-a-ding-ding'? Remember E.T....

TIN: when the Tin Man—one of Dorothy’s travel companions on her way to Oz—got rained on, he stiffened up. There wasn’t a whole lot he could do about that. But you do! How you will respond when someone “rains on your parade” at or after the next networking event is entirely up to you. (Be in control of your attitude...)

TO: You gotta go TO the networking meeting—it won’t come to your house. You gotta walk over TO the people you wanna meet—don’t wait in hope. And the secret to success in all of this; you just gotta want TO!

TON: when used to make cold calls, your phone weighs a ton. But when you call a friend to get—or give—a referral, or some useful advice, it weighs ounces...

TWIG: the verb *to twig* means to see, to observe, to perceive. Being a good observer (and listener...) is more important in **Connectworking™** and **Communicaetiquette™** than being a skilled talker.

*“You can get everything in life YOU want
If you help enough other people get what THEY want.”
—Zig Ziglar*

You can’t find out what THEY want if you’re the only one doing the talking...Put a cork in it!

TWIN: Think of **Connectworking™** and **Communicaetiquette™** as twins...Siamese Twins. They go together. Trying to do **Connectworking™** without communicating effectively is going to really affect your results, while becoming skilled at **Communicaetiquette™** and not going out to where you can use it is counterproductive.

TWO: ears... one mouth! Need I say more...?

WIG: do you want to REALLY connect with people? Then leave the ‘wig’—the disguise, the camouflage—at home. Be authentic, be yourself. You can put on an act all you want...but sooner or later your true colors will shine through. And that’s because *“You can fool some of the people all the time, you can fool all the people some of the time, but you can’t fool all the people all of the time.”* – Abraham Lincoln

WIN: If you want to WIN people’s trust, WIN their friendship, WIN a business contact, you must think **W.I.N** ALL the time! **W**ho’s **I**mportant **N**ow? That would be your conversation partner—NOT you! **W**hat’s **I**mportant **N**ow? That is what’s of interest to the other person, NOT to you.

WING: *It takes two wings to fly* (Old Scottish proverb). If you want to ‘fly’ (“succeed”) like an eagle, you NEED to be equipped with two good wings...meaning solid skills in both **Connectworking™** and **Communicaetiquette™** (see TWIN...).

WOK: You need a double-boiler to melt chocolate properly, a spatula to flip pancakes, and a wok to make a great stir-fry... If you want the job done right, you need the right tools. So get the proper office tools & supplies and the right CommTools™* if you want to build and maintain your network.

CommTools™ are: business cards (including one that says you are a professional real estate investor!) & a card holder, your own nametag, your brochures, the emails you send (watch your spelling...), the recorded message on your voicemail, your clothes, your body language, your overall appearance, your smile... A communication tool is anything and everything that reveals to people something about who you are, what you do, and how you do it. Remember that...“A chain is no stronger than its weakest link.”*

WON: to be successful at **Connectworking™**—as in life—doesn't require that you've done THE best, but that you've done YOUR best. So put forth your best, and regardless of the outcome, you've already won.

WORK: This success strategy is called ConnectWORKing™ for a reason. It's not Connectsnoozing, Connectdoingnothing, Connectbeinglazy, or Connectjustthinkingaboutit. Building a Network of investors and professionals IS work! Be prepared for that. But just because it's "work" does not mean it has to be a painful drag. Done the right way, Connectworking™ can be fun (like eating ice cream), exciting, exhilarating even.

WORN: the synonyms for this word are fatigued, tired, spent, wearied, exhausted. If THAT is the way you feel before leaving home or the office to go to an event, then don't go. Unless you are a first-class actor/actress and you can turn on the high energy switch on demand. Because you don't want people's impression of you to be a negative one.

CONNECTWORKING™ TIP: Don't give out your business card until you are asked for it.

When you give out your business card without being asked for it, your card is seen as a SELLING TOOL for YOU. It has little value for the recipient of your card, and it will be filed accordingly when he/she gets home... When someone asks you for your business card because they are interested in what you just shared with them about what you do or what you offer, it's then a BUYING TOOL for THEM and it will be treated accordingly.