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*The ABC's  
of Great  
Networking*

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The Joy of Connecting

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and  
**Bonnie Ross-Parker**

*The ABC's of Great Networking*

*The Joy of Connecting*

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## *Decide to Network*

*Use every letter you write,  
Every conversation you have,  
every meeting you attend  
to express your fundamental beliefs  
and dreams.  
Affirm to others the vision  
of the world you want.  
Network through thoughts.  
Network through love.  
Network through the spirit.  
You are the center of the network.  
You are the center of the world.  
You are a free, immensely powerful source  
of life and goodness.  
Affirm it, spread it, radiate it.  
Think day and night about it.  
And you will see a miracle happen:  
the greatness of your own life.  
Not in the world of big powers,  
media and monopolies,  
but of five and a half billion individuals.  
Networking is the new freedom,  
The new democracy,  
a new form of happiness.*

*By Dr. Robert Muller  
Former Assistance Secretary-General  
United Nations*

## *Introduction*

### **PURPOSE OF THIS BOOK**

Most people have some fear around networking. They are not sure what, how, or when to network. Dawn Billings and Bonnie Ross-Parker have taken the guess work out of networking in their easy to read and understand book that makes networking as simple as learning your ABC's. They have broken great networking principles into easy to understand and implement ideas that can transform your business, as well as your life, in a very short period of time.

Take the time to learn the ABC's of Great Networking and you, too, will discover that networking is joyful as well as prosperous.

In a full heart  
there is room for everything,  
and in an empty heart  
there is room for nothing.

Antonio Porchia



Appreciation is the first step in creating joy in connections. Appreciating others for their unique gifts and talents is what connecting is really all about. When we learn to appreciate people and what they offer, we begin to understand that every opportunity to meet and greet others is an opportunity to go treasure hunting. When you look at others as treasures, you will usually discover that you are right.



Be  
Memorable.

When you meet someone, be memorable. The best way to leave a great impression is to share. That's right, just like we learned in kindergarten. When we genuinely share who we are and carefully listen as someone shares themselves, we become even more than memorable, we become friends.



Connection is the center of our lives. It's magic. It makes relationships appear out of thin air. It's amazing what happens in your life when you experience the joy of connecting and its benefits. Every connection starts with a conversation. Be an initiator, engage in conversations and enjoy the magic you can create simply by welcoming someone new into your life.



Differentiate.

Differentiating is showcasing your uniqueness by separating your behavior from everyone else's. While you value who you are and what you offer, recognize that your success in selling your products or service is directly linked to your ability to connect with others. Your goal in any networking situation is to listen, to learn and initiate, and to find ways that you can bring your skills, resources and support to the people you meet.

A large, stylized letter 'E' in a purple and blue color scheme, with a 3D effect. To its right, the words 'Effective Results.' are written in a black, handwritten-style font.

# Effective Results.

*Effective connecting produces effective results. When you take the time to really experience another individual – what they think, what they've experienced, and what they have to offer it's amazing what can happen. You achieve what you're looking for when you bring value to someone else. Discover what someone needs and be the solution.*



*Focus is a critical skill in creating success in your life. When you focus your energy toward connecting and creating new relationships you are simultaneously focusing on success.*

*If we approach networking with laser focus and a joyful spirit we are certain to lessen our stress and replace it with the joy that connecting is all about.*



You're in a room filled with professionals.

Each person is determined to *tell* everyone what they do. People are so eager, they do all the talking. You will *gain more from listening!* When you initiate conversations, you set yourself apart, are a breath of fresh air, and can assess which conversations can produce something more! Be in the driver's seat.

Take charge!



How  
to say  
HELLO.

Use a warm hand shake and a friendly smile to offer "hello" without words. The way you present yourself, greet individuals and exude confidence will engage others to want to talk with you. Your body language reflects so much about who you are. Are you open, genuine, approachable and energetic? Let people *feel* your warmth when they hear you say, "Hello."



Everything you do is a personal statement of your talent, belief and dedication. People are hearing what you have to say. People are watching what you do. With every encounter you have the opportunity to leave an indelible imprint. Choose to leave something of yourself that makes a difference in someone's life. They will be better for having experienced you, even if only for a moment.



Just  
Listen.

*Communication is 90% listening.*

*Listening is a skill that can be learned. It is a gift you give to another human being that tells them you care about them. You have two ears and only one mouth, which indicates very clearly we need to listen twice as much as we speak. You will become far wiser by listening than you ever will by talking. Seek to really hear before you insist upon being heard.*

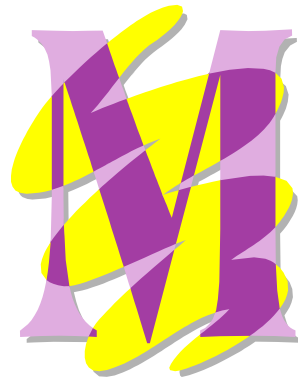


*Keep going. Persistence and perseverance are imperative to success, including building new relationships. Keep going, keep extending yourself. Don't give up even when times are tough. You will sometimes feel that you want to throw your hands in the air and say, "No More."*

*Whenever you feel that way, just keep going. In the end, you'll be glad you did.*



Purpose gives our lives meaning, however, purpose is not an easy thing to discover. Most of us have spent years becoming what others wanted us to become, or living a life of urgencies and exigencies. Very few of us stop to take the time to discover who we are deep inside. Slow down, take a deep breath, examine your heart; live with purpose, and you will inspire others to lead meaningful lives.



Make  
a  
Difference.

*Every connection affords you an opportunity to make a difference. You make a difference for others when you serve them first by putting them ahead of your own agenda. If you want to be a spontaneous, impactful, effective sought-after, trusted and valuable person in anyone's life and business, you must first make a difference in their life. Your success will come by serving others first.*



There is a perfect four-letter word for anyone who has ever been rejected, turned down, left out, or feels like they have failed.

That word is "Next." Sometimes an encounter will work the way you hope it will, sometimes it won't. Some people will not understand you. You don't have to get upset. You can remain confident. Maybe all you have to say is "So What, Next."



Open  
your  
Heart.

When we see someone in need, what would happen if we offered help? How would it feel if we could ask for help and someone wanted to help us? Help is a service that when you give it, believe it or not, you are the one who ends up feeling better. Stephen Covey asks, "You may be good, but what are you good for?" When you open heart you'll end up being the winner.



*Practice, practice, and practice some more. Be willing to initiate. Learn the art of small talk. Find pleasure in listening and learning from the people you meet. Leave behind the best of you in each and every encounter. Ask questions. Seek answers. Discover joy in discovery. Approach your new relationships as new opportunities. Be conscious about being conscientious. Make a difference. You will discover that practice really does make perfect.*



Quick  
Make a  
Connection.

*You never know who you will meet and the difference you can make in their life. You never know who will meet you and the difference that encounter will make in your life. Every conversation has the potential for a connection. Engage in all conversations and anticipate the pleasure it will bring to you and someone else. Now and then.....you'll "connect" and that's where real joy exists. Quick . . . it's never too soon to begin.*



Relationships require effort. They are worth your investment of time. Be as careful and considerate of others as you would like to have them be of you. Don't allow your thoughts and your words to be regulated by your automatic defense mechanisms. Let love guide your way.

Create the destiny and relationships you desire. Relationships take effort. Treat them carefully and they will care for you.



Show  
Up.

*If there is a single key to great networking it is "Show UP."*

*A great percentage of success in networking is to consistently and enthusiastically show up. Every opportunity you have to show your stuff, meet new people, make new friends is a great gift. All you have to do to receive it is to show up.*



Take time seriously. Each of us is given the same precious minutes in every day. We cannot save them and if we spend them poorly we can never recover them. Don't waste your precious moments worrying, raging, fighting, failing, and sitting at home—instead live each moment as though it was a treasure, because it is worth far more than gold will ever be.



*"I appreciate you, Mary." "Thanks for the great service, Frank." "Judy, I couldn't have managed the project without you." People love hearing their name. It's warm and personal and music to their ears. Using someone's name lets them know you are specifically addressing them. Every time you encounter someone wearing a name tag, find a reason, any reason to say "Hello", "I appreciate you", "Thanks for your help" and speak their name! It makes them want to remember yours.*



*Is there anything more valuable than relationships? That is what networking is all about, relationships. As other things fade and lose their value, relationships can last forever and increase in value as they age.*

*Each relationship is a gift. Each comes with an opportunity for something truly special. Enjoy each experience as they unfold. See them as the gift they really are.*

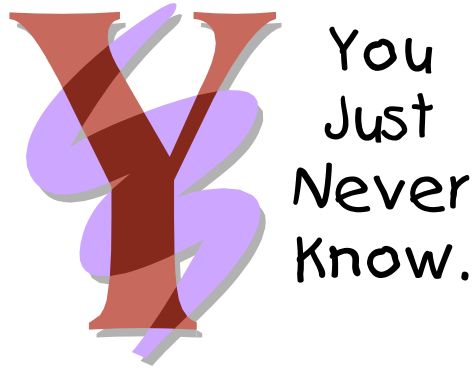


*Bottom line . . . the key to effective networking is effective connecting. Approach every new opportunity with your fresh new approach. Listen. Be a resource. Initiate to find out more. If you're getting what you want from your networking style, great! If you know you can be more, offer more and have more, then apply the ABC's for great networking. Doors will open just for you! What have you got to lose?*



*Some say you get what you expect out of life. If you bargain with life for a penny that is exactly what life pays you. If that's true, it only makes sense to expect great things.*

*Bargain with life for abundant success. Then you'll have enough to share. Expect great things and commit to becoming great in the process.*



The truth is, you just never know who you are going to meet, or what connection will prove to be "the One."

Always go into situations without preconceived ideas about what you should or should not get out of them. You will discover that each opportunity is filled with magic.

Maybe the connection you need is just around the corner?

You just never know.



Zero  
in on  
what  
you  
Want.

This is the last letter of the alphabet, but it's a great place to begin your journey toward becoming a great networker. Zero in on the actions and behaviors that will connect you to people and resources that will cause your life to be simply amazing. There is real joy in connecting. Take these simple principles and apply them. The next thing you know, your business will be "spelling"

S-U-C-C-E-S-S.

For more information about Dawn's  
Powerful **Greatness is Never An  
Accident** presentation please contact:

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Dawn is founder, and President, of To Touch A Life, Inc., a company dedicated to touching lives in ways that change the direction of hearts and create a better world. Dawn is a highly sought after speaker and trainer who specializes in entitlement issues, that are currently plaguing our society. Dawn works with large and small companies who want to more effectively utilize their valuable star talent. Dawn has been in private practice for fifteen years as a licensed

professional counselor, and is a dissertation away from her PhD in Organizational Psychology.

Dawn understands how to build lasting relationships that strengthen organizations as she teaches people to live their dreams. To contact Dawn to speak, or order books, call 918-299-3296. You can learn more about Dawn and her books online visit:

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Bonnie is a multidimensional business women entrepreneur with a background in education, franchise development, publishing, mentorship, network marketing, and community development. She combines vision for collaboration with her “take action now” style. Formerly the Associate Publisher of *The Gazette Newspaper/Atlanta*, she focuses her energies on leading others toward success. Bonnie is a graduate of George Washington University

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In 2002 Bonnie received The Athena Award ~ an honor designed to acknowledge women of leadership in cities throughout the United States. Currently she is on the Atlanta Advisory Board for the Women’s Leadership Exchange ~ a New York based organization offering conferences in cities nationwide. Bonnie is the author of *Walk In My Boots: The Joy of Connecting* and shares life with her soul mate, Professional Speaker/Author husband, Phil. Bonnie’s four grandsons call her *Nana Boots*. But she is professionally known as *America’s Connection Diva*.

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