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Ways to Boost Your Business Success

*A Collection of Essential Tips
from Networking Experts*



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Introduction

You network whether you realize it or not. Every time you talk or write to someone, you are networking. You learn what they are about, what their wants and needs are professionally and personally. And you consider ways to contribute to their life. There's always room to refine and improve your skills no matter how good you are at networking

This booklet offers practical and immediately useable networking insights in bite-size pieces from eleven professionals in various fields from throughout the United States. These surefire tools and techniques work for them and can work for you no matter where you are in the world or in your business development.

Test an idea at a time. See how it works for you. Contact the authors in this booklet. They remain successful by contributing to your success. Plus they are really terrific and interesting people, people you'll want to know and have in your network.

Interview these authors in your publication if you are a journalist. Multiple sources and bulleted content are all in one place right here for your article, radio interview, or web site. Ask for a price quote if you are shopping for what they provide. Purchase printed copies of this booklet as a customized promotional tool for marketing your own business, or talk with us about licensing the downloadable version for other promotional applications. Like networking, the possibilities are endless.

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Product Networking Tips

- 1 Notice networking opportunities wherever you are. They can be at the copy center of the office supply store, at a family celebration, when you are walking your dog, on a vacation, or at a formal networking event.
- 2 Be willing to ask “do you know anyone who...” when you are seeking a particular resource or introduction. You never know who knows whom in some part of their life, and who can improve upon your already-good idea about something.
- 3 Create an information product like a booklet or special report as a thank-you gift for an introduction. It spreads good will while marketing your own business and expertise.
- 4 Introduce yourself to someone interesting you read about in a publication or online. Let that person know you can contribute in some way to what he or she is seeking.
- 5 Look beyond what you see and hear. Be careful about the assumptions you make about people who present themselves in a certain way that is different than your expectations for being a good contact. You could be happily surprised once you scratch the surface and engage them in conversation.



Paulette Ensign is the Founder and Chief Visionary of Tips Products International. Paulette’s company teaches people to transform their knowledge into booklets and other information products for marketing, motivating, and making money. Paulette has personally sold well over a million copies worldwide of her own tips booklet in various languages and formats, without spending a penny on advertising. She does this through products, speaking, and her Rent-a-Brain services. You can be the next client to surpass Paulette’s results.

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Networking for High Level Performance

- 1 Create a compelling vision to draw the energies of managers, staff, volunteers, and funders. Networking within your team drives outstanding performance.
- 2 Conduct a thorough organization “physical” or assessment using Malcolm Baldrige Award Criteria for Performance Excellence (www.nist.gov). Use your best contacts to remedy any areas needing further attention.
- 3 Develop a dynamic strategic plan anchored by no more than three goals supported by SMART objectives and action plans. SMART stands for Specific, Measurable, Achievable, Relevant, and Timed.
- 4 Build a great team, focused on core competencies, to get “the right people on the bus.” Network to get those “right people.”
- 5 Measure progress with daily, weekly, monthly scorecards, challenging the organization toward significant performance projections. Look within and beyond your group for resources to reach your goals.
- 6 Recognize, celebrate and reward high performance on a daily, weekly, and monthly basis. Learn ways to acknowledge high performance by observing how other teams do it.



Tom Huberty networks with colleagues as CEO of Huberty Performance Learning, LLC and adjunct professor at St. Mary’s University of Minnesota. He helps commercial businesses, governmental organizations, and educational institutions run better through strategic planning and operations process management. Tom is a 5-time Examiner for the Malcolm Baldrige National Quality Award and uses Baldrige Criteria to assess an organization’s readiness for performance improvement. He is one of 65 people to run all 25 Twin Cities Marathons. Tom combined his passions for running and business improvement in a booklet, *26.2 Tips to Win Your Business Marathon*. He also wrote *113 Tips to Drive High Performance*.

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