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If Networking Is So Hot....

By Linda Carlson

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If Networking Is So Hot, Why Aren't I Rich?

How to make today's NEW streamlined 'networking' work!

By Linda Blew Carlson

Before we start, please note that in this article 'MLM' and 'Networking' are interchangeable.

The hottest business opportunities today use 'network marketing.' Almost everyone has been a distributor for an MLM (the former word for networking) company or has had a relative or a friend who was/is. On the Internet it is called running an affiliate program. Being successful in a 'networking' business today depends on two things.

1. Knowing your in-born talents and skills
2. Communicating effectively

People begin a networking business with the hope that a significant income and personal freedom are right around the corner. They use MLM with the 'people-to-people' method or they find the Internet more desirable.

Using the Internet means not having to make face-to-face contact and it provides access to so many people that it is easy to play a 'numbersgame.'

A few successful MLMers evaluate a programs by asking themselves, "Is this exciting, significant, and earth shaking enough to make me some money?" If their gut instinct says, "Yes," many 'get in, grab cash, and move on.' Those directly below them, the ordinary guys, usually work hard and make 'some'

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money. Most lose money, or if they are very lucky, break even.

Then there are the people who want to stick to something and make it work for them long-term. They check things out carefully and decide whether the company is reliable. They ask themselves, "Is this product something everyone will need?" They are willing to be patient and build slowly. They aren't as exciting as they want to be and don't attract as many people as they had hoped.

This sets up the 'grass is greener on the other side' syndrome. What people forget is their own personal nature! Too often they quit trying before they make their dream come true.

A Recent Survey Says...

Negative network marketing experiences have taken their toll. A recent survey indicates that there are two issues that preoccupy most promising recruits.

"I have never gotten real help when I asked for it. I was treated like a number. So, I have decided 'networking' is not for me."

"I want to do something I like to do!" "

To address these issues look at what most people believe when they get involved in a networking business. These beliefs shape what people expect from you and how they work the business.

Belief #1

My business will give me more free time than a 'regular' job.

The Problem: Successful networking depends on lots of committed time. Free time is eaten up by the attempt to 'get' more recruits. You may want to get someone to share the load, but they usually don't do the job.

The Solution: A system which lets you share the time commitment with others who really will do the job because you are helping them use their personal strengths.

BELIEF #2:

To be successful at any networking requires 'sorting through a bucket of rocks' in order to find a 'golden nugget.'

The Problem: The 'gold nugget' is that perfect business building person who will; identify with the product, be willing to make a consistent and dedicated effort, and is skilled enough to become a success (or at least follow the directions of others who are).

Thus sales and recruiting become a numbers game that says, "See enough people and some of them will say, "Yes." Sorting rocks usually results in discouragement.

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The Solution: Identify the natural talents and skills – the 'gold' in everyone.

BELIEF #3:

To be successful requires you to follow the company's proven system.

The Problem: The company's system and its specific methods may not fit your 'natural' style. Following a proven system is giving up your decision-making power to 'ape' the leaders.

The Solution: Identify your natural strengths and shape your business by and around them.

BELIEF #4:

Maintaining enthusiasm is the key to success.

The Problem: You have to depend on others to help you stay enthusiastic. Pressures distract you and deflate your enthusiasm, so you seek meetings, seminars, books and tapes to help you.

The Solution: Find a way to keep enthusiasm constant and self-generated in yourself and others.

The Real Questions to Ask Yourself Are...

"What are my 'natural' strengths?"

"What makes me 'enjoy' work?"

This may generate more questions like; "Can I identify my in-born talents and skills and those of others without lengthy training? Will this make me effective in networking?" You may ask, "Does this automatically help a normal person generate enthusiasm from the inside?" Research shouts a resounding, "Yes!"

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Linda Carlson is the GM for Focus II, LLC, a company that identifies anyone's in-born talents and skills (Natural Style). Then it provides ways to achieve success and enjoy personal satisfaction by using the Natural Style. Teams that use the system to maximize the natural strengths and skills of each member are among the nation's top producers.

Linda Blew Carlson

Linda Blew Carlson has been involved in personal development for over twenty-five years as a seeker, teacher, public speaker, author, counselor, workshop leader, and business owner.

A student of nine languages and avid observer of human behavior around the world, she began original research into the nature of the mind in learning.

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She has studied and practiced a variety of traditional and modern learning techniques and approaches with a variety of teachers.

A graduate of the University of Utah, Linda also has completed all but the dissertation for a Ph.D. in German, studying Comparative Literature along with private studies in psychology, attitudinal change, and controlling thoughts.

She is a long time student of contemporary (POP) psychology, and the effects of a wide range of neuro-technologies on human change, learning and healing. She has participated in a wide range of contemporary methods of personal development and growth.

She is known for her ability to explain difficult subjects in a way that makes them easy to understand.

Linda is an author, poet, sculptor, artist, singer, musician, clothing designer, seamstress, and a true entrepreneur. She has written and directed a PBS special called "Learning to Learn" and a hosted a weekly radio show called "Winning Women".

She is married to her partner, Tom Carlson, and is the mother of two; Sonya and Sara.

Linda has been invited to appear as a guest on local radio and TV shows across the U.S., and over the years has taught a wide range of workshops and seminars. In the past she has consulted with third world nations concerning advancing their educational systems.

She terminated her consultations after being held hostage in a Middle Eastern country. She continues to conduct her own private counseling practice utilizing cognitive techniques and ICTech® to accelerate learning and alter unwanted personal habits.

After fifteen years of personal experimentation and study, Linda started FOCUS I, Inc. in 1982 when neighbors kept insisting that she help their children overcome learning difficulties. (At one point her back yard had a path worn in the lawn from the passage of forty two students per week.)

Since then, the resulting ICTech® technology has grown to include many thousands of participants across the world. In her role as President of FOCUS I, Inc., Linda is the creator of ICTech® (Individualized Communication Technology).

Three Key Networking Principles for Women Professionals

By Michelle Goodwine

In order to break through the glass ceiling and reach gender equity, there are several key strategies that women professionals must adopt. One such strategy is networking.

There is no doubt that women, like men, need others' help to achieve our goals. Very few of us have gotten where we are in our careers without someone's assistance. Honestly we must admit that we

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may have been hired for a job because of whom we knew. And for us women entrepreneurs, much of the business we receive is through our personal contacts.

Networking Defined

So what is networking? According to "The Networking Book" by Jessica Lipnack and Jeffrey Stamps, "Networking is people connecting with people, linking ideas and resources." The book "Power Networking, 55 Secrets for Personal & Professional Success" states that networking is not: 1) Selling; 2) Using people for your gain; 3) Coercing or manipulating someone to do what you want; 4) Putting friends, neighbors, associates on the spot; or 5) Badgering people about your business.

Three Key Networking Principles

Based on these definitions, what should women professionals keep in mind when networking? The following three principles should guide every woman's networking approach:

1. Establish Relationships with Network

When trying to "connect" with people, try to find areas of common interest -issues, ideas or activities that you share in common with the other person. Effective networking is not a "one-shot" deal. True networking requires establishing a long-term relationship with someone. And the best way to do that is to find out about that individual on a personal and business level.

2. Be Honest about Your Intentions

State why you are contacting an individual for help. Do not say you would like to conduct an informal interview if you are actually trying to get a job offer from the meeting rather than information. Your honesty will result in people be more willing to assist you.

3. Reciprocate

Networking is a two way street. So if someone has assisted you, make it a priority to help her down the road. However, do not expect something for someone just because you did something for her. Sometimes that person may not be in the position to help you. However, personally I believe that if you help someone out of the goodness of your heart, it is the "order of the universe" that someone will help you one day. And remember, it has been said, that it is better to give than to receive.

These three key principles have one common element - treating people with respect. By applying these principles, we can enrich our lives professionally and personally.

Michelle Goodwine is President and Founder of Integrated HR Strategies, the only African-American, woman-owned strategic human resources consulting firm in the country. For more information about her company's services, visit

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