

Networking for Gold- True Story

By John W David

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It's all about planning your networking activity to produce a positive result. Results are everything.

Last night, in our constant pursuit of our business plan in which networking is one of our five cornerstones for our business and income success, my wife was confronted with a dilemma that we all face from time to time.

It was a bleak night of freezing rain and we live in the country.

The group she was to meet was extremely small of only twelve people, all ladies which is why I could not fill in for my wife.

And, Lucy was busy publishing my latest book in a special edition for a local real estate office which uses our books to thank their referrals and as inexpensive training aids for her agents. A really great and useful promo piece.

So, Lucy had every reason for not going and very little for going.

The short and the sweet is this.

At ten-thirty Lucy came home and came into the kitchen where, at the kitchen counter, she proudly confirmed "sale. sale. sale. sale. sale. And" digging into her brief case, "six PST sign-ups". PST = Pro Sales Tips.

Now, what she accomplished was 2 e-book sales, 3 Street-Seminar sales, and six Pro Sales Tips sign-ups. All this from just 12 other women whom she had met either on the second visit or for the first time. Imagine the conversion ratio?!

How did that happen?

Simple. She followed the system exactly the way we had designed it, practiced it, and have tweaked it to each and every networking event to achieve those results.

The flip side to this kind of systematic approach to what everybody does is what?

Nothing.

I can assure you this, Lucy brought home more worth to her effort than did even the speaker.

Another case in point.

The day before yesterday, I had volunteered to be on a panel of experts to do with local business development.

Now, among the nine panelists, only I had a game plan for accomplishing something at the event itself. The rest were there just for the photo-opp.

Well, following the game plan, only I got the press' attention and radio quotes. And, only I got to sign three marketing promo deals right after the event.

That three hours made us \$6,000 that without a solid game plan and execution of it exactly as we scripted it, would not have happened.

Did the others have a game plan to accomplish or achieve something, even if only a photo-opp which none of them achieved if that was an objective? Probably not.

Further, the longer term gains from what we did on both those days and through all the days before and into the future is just pure lifestyle now and a terrific retirement later on. You can do it, too.

Now, folks, these things happen only if you have a strong game plan and execute that game plan exactly as we do. Yes. You can do it, too.

Since we, in following our system, each of us networks three times weekly, you can quickly see how having a great networking system can easily exceed face-to-face value, earn a good day's income, and it's all done before nine a.m.

So, friends, the more you work your opportunities within a great results-oriented action-system, the more money you will make, with less stress, and in a shorter period of time. And, the more stories like these you will have to share with other people.

Then, you have the rest of the day to do your other stuff that makes you successful.

Go Forth and Be Great

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