

You can't control the speed of the economic recovery.

Why not accelerate and improve the trajectory of your own “recovery” by making your business networking more effective than ever before?

Hello:

So you're in business, either for yourself or you're drumming up business contacts in sales or a similar function for your organization. Someone told you or you know from experience that networking is a good idea. You see the dozens and dozens of networking groups and opportunities available. Friends and other local networkers you know are constantly inviting you to breakfasts, luncheons and happy hour events, all meant to help you improve your business network...and you wonder just how much is enough.

**Unless you're doing the right things
in the right ways at the right times and in the right places,
business networking can be a terribly costly
and inefficient use of your time
and resources in the business world.**

Picture yourself in a room of 100 business people. They've assembled for the monthly luncheon meeting of a local group focused on networking. They're not really a leads group, one with a formal agenda and structure specifically designed for its members to share leads with one another. Instead, this group makes networking a casual part of a program that includes announcements, a message from the meeting sponsor, a drawing for a couple of valuable prizes and a featured speaker presenting a topic relevant to the group's members. Now ask yourself this question: “How many people in this room could help me increase my network and grow my business?”

GET SERIOUS!

The answer is *not a single one* of the hundred people in a business networking function can help you...unless you're networking correctly and effectively. So where do you go to find out the right way – and wrong way – to network with others to generate a high value and rate of return on the time and energy you invest?

Here are some ways you can do about learning how to be the best at networking:

- You can observe others – Perhaps you know that a particular person is great at networking. You can wait for the next event where the two of you are both attending, sidle up to that person, perhaps introduce yourself if you haven't already met and stick around to observe the behaviors that make him or her so effective at this networking thing. To get a clear picture of exactly what goes on, you might need to follow this person around the room, running the risk of being seen as a bit of a stalker. Even if you didn't have to move and could watch this effective networker in action, you'd have a limited time to watch, probably without taking notes, then recall and implement the best of what you've seen and heard. Short of interviewing everyone that came in contact with the person you're observing, how do you really know their personal impressions of that person and whether they intend to connect again in the near future?
- You can learn by trial and error – Sign up for and attend every conceivable networking organization and event you can find. Be sure to include all the civic groups, chamber of commerce events and any industry-specific organization within a reasonable distance of your home base. Be sure to have your elevator speech ready as people just don't have much time to understand your business as deeply as you do. Meet as many people as you can in as short a time as possible. Smile. Shake hands properly. Hand each one at least two business cards – you know, one for them and one or two more for them to share with others – and head off hoping that someone will 1) call you with an immediate need for your product or service, 2) invite you back to become a member of one of those clubs or service groups, or 3) refer a prospective new client or customer to you based on a single conversation you had at a single event. This can and will be an colossal waste of your time, visiting club after club and function after function, if you don't already have a plan and the tools needed to make the most of each opportunity.
- You can eliminate all the guesswork and learn networking the right way - Decide that you're going to dedicate less than three hours of your life to learning how to network correctly, effectively and in ways that bring you the greatest return on your time, effort and energy.

**There's a much better way to know
- with complete certainty -
that your networking is working
for you rather than against you.**

Top networkers have their secrets. They know how to do things and how not to do things, making all the difference in their ability to come away from any event they attend with value greater than they have invested. They know which groups work best for their purposes and objectives and which would be an utter waste of their time. They know how to “work a room” to maximize its impact on their bottom line. They know which people to connect with and which to avoid. They understand the difference between a key contact and a casual acquaintance. They know when and how to take their networking beyond the event to a one-on-one relationship and nurture that relationship.

What can focused, skilled, great networking do for you and your business? Here's what it's done for me and mine:

- It has given me the reputation of the guy who knows everyone. You don't get that just by saying it's so.
- It sends new people my way with a constant stream of, "So-and-so told me I need to meet you. That's why I'm calling."
- It affords me the opportunity to increase both the quality and quantity of strategic alliances with people and organizations producing at high levels of effectiveness and value in areas where either I don't do particularly well or not at all.
- It connects me with people who do business with me.
- It puts me in touch with those who personally introduce me to new clients.
- It puts more and more familiar faces in rooms where I'm networking, knowing I have a friend there who can and will introduce me favorably to others.
- It creates opportunities for me to serve others, gain their trust and plant the seeds for future, greater opportunities.

**FIRST TIME
OFFERED**

**Now you, too, can understand
these "secrets" of networking,
to grow your relationships, your results,
your retention and your referrals –
all of which can happen simply
by improving your ability to network effectively.**

I can understand you feeling if you're thinking that you don't have time for this. After all, work has its many demands and your list of things to get done only grows longer with each minute you spend on things other than completing those tasks and crossing them off the list. You've attended plenty of workshops on just about every topic under the sun, some good and some not so good.

**But think about this with me for just a moment:
why would you spend an hour or two of your week
– every week if your organization meets weekly –
knowing that you're missing out on taking
the fullest possible advantage
of that time, money and energy?**

Yes, money! Even if your membership is free of financial obligation, your time is worth money. More than likely, you or someone is also paying some sort of membership fee that may or may not include the cost of the meal that's part of your regularly scheduled meetings. If you're doing this incorrectly or ineffectively, you're already wasting way more opportunities, more time (and more money) than you'll invest in this wisdom-packed workshop.

UNCONDITIONAL GUARANTEE

Did I mention that this learning event is guaranteed to be right for you or you pay nothing? All you have to do is return your workshop materials at the end of the event, tell me that you're disappointed and haven't gotten what you came for and I'll personally make sure you have a complete refund of your entire registration fee. PLUS I'll hand you an *additional* twenty bucks (Yep, that's \$20 more than you paid to get in the place!) as my way of apologizing for wasting your valuable time.

Why do we offer this “More Than Your Money Back Guarantee?”

**Because people who have invested in this material
in the past have told me how incredibly valuable
it has been to them both personally and professionally.
I fully expect this to be worth at least 10 to 20 times
the value of your personal investment – probably more!**

So what all is included? Here are just some of the things you'll learn and take away from the session:

1. A great working definition of networking and how it relates to life as well as your business;
2. The 3 critical points you should know *before* you attend another breakfast, lunch or after-hours networking event;
3. The inner game of networking and why this is *the* most important thing to consider in any networking opportunity;
4. The top 3 most prevalent myths of effective networking - any one of these commonly held and errant assumptions can and will defeat you before you even get started;
5. How to evaluate and determine the group or organization that is absolutely the best for you;
6. The outer game of networking – your chance to learn and practice the skills of top networkers everywhere;
7. The 5 keys to effective networking in any situation or event at any time.

**FINALLY- YOU CAN
EXPECT MORE -
AND GET IT!**

How do you know this is going to work? Great question! The principles and tips you'll take away from this workshop are time-tested, practical and proven effective. As you're leaving, you'll understand not only the value of becoming the best networker you know, but you'll also have the tools to do just that. I've used them myself and watched others use them to grow their businesses, their key relationships and their quality of life. The same can be true for you if you join me at 9 a.m. sharp on Tuesday, April 13.

Why do this workshop now? Well, if you must know, more people seem to be networking (or trying to network) than ever before. The economy has forced people who once hid in the safety of their offices out onto the dance floor of making new business connections. While you might think that larger crowds make for easier and better networking, quite the opposite is true. Therefore, it's also more critical now than ever before to separate yourself from the posers and pretenders, the imposters and the fakers. It's time to rise above the crowds. There's never been a better time than now, in fact, to raise your networking game to a level where few if any are better.

Furthermore, I'm not sure we'll ever repeat this workshop. That's right; I'll guarantee that you're absolutely delighted with what you get on April 13 in beautiful historic Charleston (or you get more than your money back!) but I *cannot* guarantee that I'll offer this workshop *ever again*. This may be your last chance. And if that's the case, once it's gone, it's gone.



**Come and join me for what may be
a one-time only smorgasbord of rich, practical,
proven ideas to make your networking more effective
and more fruitful than it's ever been before.**

I personally guarantee that you'll love this, that it will load you with the tools you need to get out there, get among them and make networking one of your strongest, if not your strongest suit when it comes to developing and retaining valuable relationships with those who can and will help you grow your business.

Seats are limited for this one-time event, so reply soon to save your spot and let's get your networking working better for you immediately!

Cordially,

John Carroll

P.S.: Make your networking the very best thing you do that improves your sales, your relationships, and your entire bottom line. We'll focus on just that on Tuesday, April 13 starting at 9 a.m. at the exclusive Harbour Club in historic downtown Charleston. Mark this date - Tuesday, April 13 – as the start date of becoming the most effective networker you've ever been. Register today, because space is limited and we may have to close registrations earlier than expected.

P.S. 2: I guarantee that you'll get all the information you need to implement these ideas immediately, so why not join me? There's absolutely no risk to you. And here's the bonus: the first 10 to register and pay for the workshop will not only save \$30 per person by reserving your seat on or before April 2; I'll also personally sign and give you a copy of my book *Sales Illustrated: 68 Sales Lessons from Everyday Life* with my encouragement to improve and use your selling skills to make the most of your new networking insights, tips and tools! Act now!

Networking Effectively through the Recovery

Registration and Added Opportunities Application

YES, I'm taking action right now to catch the economy on the upswing. I know that taking action now will position me for my greatest odds of success. (I also understand that these may not last long with limited space and availability.)

_____ YES! Include me in the never-before-done workshop on effective networking!

I understand that my paid registration received by end of business April 2, 2010 immediately saves me \$30 off the regular \$127 workshop registration. I pay just \$97 for tips, tools and insights worth thousands to me personally and professionally. If I'm one of the first 10 to register with payment, I also receive a signed copy of John's book *Sales Illustrated: 68 Sales Lessons from Everyday Life* absolutely free!

ADDED OPPORTUNITY 1: Revolutionize your business...over lunch!

_____ I'd like to start immediately to exploit the recovery! I'll also participate in the inaugural event, **Lunch with JC**, discuss my business and implement at least one new approach to get out ahead of the curve. This includes a full buffet lunch at the exclusive Harbour Club in historic downtown Charleston immediately following the networking workshop. I understand that a single coaching client of John's would pay \$1197 for this; by joining him in a strictly limited seating small group I get in on this special opportunity for just \$97.

ADDED OPPORTUNITY 2: Push forward on a key result area in this recovery.

_____ I have a question/situation/opportunity that I believe John can help me think through to come up with options and a plan to address. This Consulting by the Cup includes up to two hours of individual consultation and seven days for follow up questions via e-mail, all for only \$497.

ADDED OPPORTUNITY 3: Invest boldly in yourself and your business!

_____ I'm committing right now to John Carroll's Silver Level Sounding Board Service for a minimum of 90 days. (This option is ideal for tight budgets and schedules – two meetings per month by phone and unlimited support via phone, fax and e-mail.) I understand that with John's involvement and help I'll have a true sounding board, confidant and focused resource to ensure my getting more of the results I desire. With this commitment I get free registration for the Networking Workshop (\$127 value) and a signed copy of John's book (additional \$10 value) all for only \$797 per month for three months.

Name _____ E-mail: _____

Mailing address: _____

City/State/ZIP: _____ Web site: _____

Phone 1: _____ Phone 2: _____

Credit card type: _____ Number: _____

Expiration: _____ Three-digit (on back of card): _____

Signature: _____ Date: _____

Unlimited Performance, Inc. P.O. Box 2430, Mount Pleasant, South Carolina 29465-2430
Phone: (843) 881-8815 - toll-free 1-877-755-8844 Fax: (843) 881-6746 www.uperform.com

What people are saying about John Carroll...

“As a sales trainer and consultant, you have been instrumental in assisting us in the development of our sales staff and the honing of their communications skills. We consider you a valuable business partner and would highly recommend you to any sales organization striving to attain excellence!!”

Christopher B. Fraser, Broker in Charge
Grubb & Ellis | WRS
Commercial real estate services
Charleston, South Carolina

“Our company has gone from relatively flat growth facing seemingly insurmountable obstacles to having record growth and confidence that we can make the necessary adjustments to overcome our challenges...We appreciate John’s talents and dedication in assisting us in this process.”

Paul Heinauer, President
Glasspro Auto Glass Replacement and Repair
Eight locations in South Carolina

“Several of our more experienced people...were skeptical of the value they would find – that is no longer the case and the unanimous conclusion is that your concepts and presentation were among the most valuable tools they have ever had handed to them.”

Stuart James, Vice President, Sales
Hyundai Translead
San Diego, California

“John has been invaluable to us and our work. He convinced me to get out of the office and allow others to handle their functions. As a result, our sales, revenues, performance with carriers and levels of delight with our clients have all shown improvement. I consider John essential to our ongoing success.”

J. David Gibson, III, Founder
Gibson & Associates
Columbia, South Carolina

“Because of your help, our revenues have increased. You have been there every step of the way and I’m a very happy business owner because of this.”

Kevin Campbell, Principal
Campbell Law Firm
Mount Pleasant, South Carolina

“I personally consult with John for advice in regards to leadership issues and hold him in the highest regard.”

C. Randy Fulmer, Executive Vice President
Carolina Equipment and Supply Co., Inc.
North Charleston, South Carolina

“John is a wonderful teacher and coach.”

David G. Phillips, President
Custom Development Solutions
Mount Pleasant, South Carolina