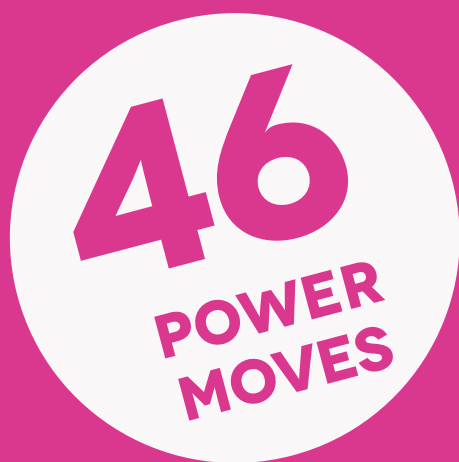


# POWER CONNECT



TO CONNECT WITH  
KEY INFLUENCERS,  
TOP PROFESSIONALS AND  
DRAW AN AUDIENCE THAT'S  
DYING TO CONNECT WITH

— *YOU!* —

# KRISTI L. JACKSON

A WOMEN CEO PROJECT EBOOK



# POWER Connect

Want to be a POWER Player? This is the **ULTIMATE** Beginner's Manual that gives you **46 POWER Moves** on how to Connect with Key Influencers, TOP Business Professionals AND draw an audience in that's dying to meet and connect with **YOU!**



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## Get Started

- 1 Make a **list of the TOP 10 people** you want to connect with to move your business forward, get you that speaking engagement, or someone you just want a rich relationship with. Once you make this list, determine where this person will be speaking, how they like to connect, what their contact information is, what their interests are, and make a plan for how you will meet with each person on your list. Here's a group of good questions to start your plan.
  - a. Who can make the connection?
  - b. Where can you connect?
  - c. What event will they definitely be at? Can you go?
  - d. What common interests do you have?
  - e. Are they active on social media- can you start the connection there- if so, what will you say?
- 2 Always, Always, Always **sit in the front** at events. Trust me.
- 3 **Ask the first question** at the end of a panel, talk, discussion or event ( this is where sitting in the front helps a lot)
- 4 **Host your own events**. This creates leverage and puts you in the position of POWER. Everyone wants to meet the host ;)

***“Always, Always, Always sit in the front at events”***

- 5 That event you just had or attended..... call the people whose cards you received. This simple task will shock 99% of them. Most people are used to wasting cards giving them and wasting space accepting them. **MANY people DO NOT call** after receiving a card. Try this after your next networking event and report your results to me ;)

- 6 **Listen more than you speak.** When meeting someone new, you should do more listening and asking questions. Be genuinely interested or move on to someone you DO find interest in.
- 7 Need to meet someone? Do you possibly know someone connected to them? **Make a list of everyone you already have** in your database-see if there is any introduction possible. LinkedIn is also good to see who you may be just a few levels away from connecting to.
- 8 Even if they're kind of cold, don't just call your new contact one time. Keep them on a scheduled drip-and contact them regularly. There's a girl that contacts me often, she never calls at a good time, but she's so sweet, always has something positive to say, and keeps me less than 2 minutes on the phone. It took me months to realize that she called me on the same date every month. Guess what, I know exactly what she does, have her contact information and have sent her 7 clients. **Pleasant Persistence**
- 9 Start an email database from all of your events and new connections. Email them on a **monthly or bi-monthly** basis at a minimum.

## Have a Plan

- 10 **ALWAYS have a business card**, but hold off on giving it until the end of the conversation. It gives the impression that you gave it thought, want to connect with them further and allow them access to you.
- 11 Have a plan. Why are you attending the event? What's the purpose. Before every conference, especially if it cost me money- I have a plan for who's going to be there and who I need to meet. If I don't have either, why am I going? Is it simply for the information? Being a conference junkie AND a computer geek, I can tell you that more and more conferences are about meeting people offline, because most of the information given can be found on the internet or with research. Even if your plan is somewhat general or to meet 2-5 interesting people for a mutually beneficial relationship, have a plan. Going to a conference without a plan makes you look aimless. **Aimless people do not have POWER.**

## ***“I left my cards at home..makes you look like an amateur”***

- 12** **Plan often. Plan early.** It's Fall 2012. You should be planning summer or fall 2013. Know what you need and who you need to connect with early. POWER Connectors know in advance who they need to start building relationships with in 2012 for 2013. This makes you look organized and professional. Trying to build a relationship last minute smells of desperation. POWERFUL people are not desperate.
- 13** Please, please don't come to "connect" with me without a card or an easy way to contact you ready. This instantly decreases your power and value in my eyes. The "I ran out of cards..... I left my cards at home....." spill **makes you look like an amateur** and like you're not ready for a professional connection. They're people who don't carry or give away cards, usually because they're quite important, which means you are trying to meet them- either way you need to have your professional cards ready.

## **Look the Part**

- 14** Don't come trying to sell luxury looking like a discount. Funny, eh, but it happens so often. If you are "representing" a luxury product or brand, look like luxury- this does not necessarily mean expensive, but most times, just clean and pulled together. We've seen it so many times, stylists who aren't styled, hair dressers with unhealthy hair, million dollar realtors in khakis... this list could go on. **POWER Connectors look the part.** If it's not your day, don't hand out a card- you won't be able to duplicate that first impression.
- 15** **Be memorable.** Don't wear all black to events where you don't know anyone or need to stand out. Wear an interesting color, necklace, shoes, bag, flower....something to start a conversation.

# *“Don’t come trying to sell luxury looking like a discount”*

## Reach Out

- 16 Need to connect with someone but don’t want to do it cold? Email them first, give them a few days to contact you back. But **as quick as you send an email is as quick as it can be ignored**. So follow up that email with a call. You already have something to talk about ( Hi, this is Kristi, I sent you an email this week..... I want to discuss it with you further). Call and get the conversation started.
- 17 **Reach out**. Don’t wait for someone to contact you. Make the first move when you see “that” person at Starbucks or at an event. Think on your feet and say something positive or give a compliment, you may never have a chance to meet them again ( learn from my mistake).
- 18 Make a schedule to regularly keep in touch with people ( no, saying hi on **Facebook doesn’t count**) Call them, BUT call with some new information, a new event that they should attend, tickets to attend an event with you, etc.

## Authentically You

- 19 Why are you special? Simple question right? Most people don’t know. They’re just going willy nilly about their daily tasks never recognizing or capitalizing what makes them, their business, their project or cause unique. **Purposeful Confidence** is not the same as conceit. Find what makes your special-IMMEDIATELY.

- 20** Running a Ms. Me Too campaign-just watching your competition and copying their events, ideas and products? This doesn't make people want to connect with you. Find your own unique value. Research your industry so intently that you find the holes on what's missing- then you do it. Build **YOUR** campaign. Want POWER? Be the first to fill that hole. **Fill your space with so much unique work**, projects and events that you don't have the time to copy your competition. People want to connect with the first. Be the first. That's POWER.

## ***“Running a Ms. Me Too Campaign?”***

- 21** Elevator Pitch..... tricky. I hate when someone sounds rehearsed. **Authenticity is warmly accepted** and needed for a deeper connection. Make sure that you can describe your business in about 2 sentences, in an interesting and clear way and drop the industry jargon.
- 22** Be interesting. Simple, but so difficult for many. Be someone that people want to get in touch with. This is less work for you and creates leverage. ( **[Want to learn how to create Powerful Leverage- Click here to register for the next webinar!](#)**)

## **Power Connect!**

- 23** Go to 3-5 Networking and business events a week (POWER Connectors do this) People that you had a connection and want to develop a relationship with- email or call them within 24 hours-immediately setting up the next meeting, coffee, or sending them an article or event that would help them. This is a **POWER Move**. If I really want to connect , I call or email my new contact the SAME DAY we met.

- 24** That person who knows everyone, who can put together an entire event from their phone in 1 hour.... this could be you. How? Each day, connect 2 people with one another who could benefit from the introduction. **Be a POWER Connector**, you will begin to know everyone AND become invaluable. POWER Connector, POWER Resource, that's you.

## ***“Have CONFIDENCE. Nothing exudes Power”***

- 25 Follow up.** This is the number 1, 2, and 3 TOP ways to win. Just by following up, you cut your competition by more than half, and begin to build a solid relationship with your new contact.

## **Go Deeper**

- 26** Each week- take 3-5 people whose minds you want to stay on, buy them a Starbucks card and mail it to them signed, 'Just thinking about you. Have a great week and coffee on me'. You'd be amazed how far \$5 Starbucks cards have gotten me- with a small budget of about \$100 a month, I made some peoples' day and **stayed quite relevant to them.**
- 27** Got some coins? Take 3-5 connections per month and buy them a book that you know they'd LOVE to read and mail it to them. Inside tell them the book made you think of them and you hope they enjoy it. **THEY WILL NOT FORGET YOU!**



## “Volunteer. Volunteer. Volunteer”

- 28 Continuously work to **become an expert in your field** and get projects under your belt. Sometimes when I send an intro email, I send some of the projects or events I've created, articles I've written or any awards I've gotten. This of course makes your connection wonder why they haven't met you earlier and more likely to accept your call and emails.
- 29 Volunteer. Volunteer. Volunteer. This is one of the BEST ways to POWER Connect. By volunteering, you can sometimes gain full entry to events AND access to all attendees by giving only a few hours of your time. Volunteering is an awesome method to not only give back but to CATAPULT your business in about 8 ways ;) ( HOW? **8 Ways to Catapult Your Biz by Volunteering Webinar coming soon**)
- 30 Social Media is EXCELLENT for **getting some relationships started**, but you must take it offline and meet in person. If that's not possible, meet via skype, anymeeting or any visual chat. The more personable your meetings are, the more they stand out.

## How to Connect with POWER Players

- 31 Want to connect with someone really important? **Do your homework**. Know about their company, their big accomplishments, recent articles, press releases, and awards. If you can, find out a few personal tidbits like: What charities are they interested in? Do they like animals, children's or women's causes, etc. Knowing more than the average person gives you something to start a conversation with AND makes them feel like you really took the time to make a more personable connection with them. ( **Bonus: This very important person that you just met, offer to volunteer for their next event** ;) ) You will need to earn the right to connect with most powerful people.

- 32** With this very important person ( and everyone else) be able to articulate clearly exactly you need from them. Sometimes, depending on how busy they are or if you caught them on the right day- they might just ask how they can help you. This is not the time to fumble. Know exactly what you need or want from them. This happens more often than you'd think-**be ready**.

## ***“Don’t walk around with your hand out”***

- 33** Again, with this important person, you should strongly consider not asking them for anything on the first call. Give them a compliment. Tell them you love their work, or how much their product has improved upon your life. Endear yourself to them by **showing a genuine admiration** (not attachment) for them. Slowly build up to a request for coffee, advice, meeting or contact.

- 34** Want to connect with a well known expert, celebrity or business owner? Do a blog post about them, their business, what their work means to you and your business, etc., then email it to them, tweet it and tag them. Now, when you contact them, they will **remember you-fondly**.

- 35** Think you have nothing to offer an already wealthy person you want to connect with? Most times this person has some sort of interest or love that costs pennies ( they probably weren't always wealthy). This is where your research comes in. They love saltwater candy- send them a bag. Did you do a writeup on them- frame it and send it to them. Be creative, find a way to stick out. Then take **ACTION**.

## Exude Confidence

**36** Don't walk around with your hand out. This does not exude power. People are busy and some don't care about what you need. **No one owes you** to talk, to connect, to give you a shoutout, to promote you, to give you a meeting, to hook you up on a job, or project. Understand that just as it's your goal to connect with them, it's their goal to connect with others- and you may not be on that list. Don't bad mouth them- don't gossip- catch them on the next go round. ORRRRRRRRRR work on doing something so spectacular that they are dying to connect with you- then decide if you want them on your list.....

***“POWERFUL people don't need permission”***

**37** Don't **waste time with negative people**- but don't write them off if you really want to connect.. Not everyone you need wants to or has time to connect with you. They may not find value in you or your product just yet. Don't write them off, keep them on your list, make sure when you do contact them again and have something of value for them. If this is someone you really want to build with, be pleasantly persistent and brush the first few no's off. If they tell you to never in your life call them again, ***then*** take them off the list.

**38** **Be on purpose**. POWER Connectors always have somewhere to go and something to do. Look efficient, be efficient. Walk with direction. You have places to go. Find your purpose. Be on purpose.

**39** When someone calls you, your schedule **IS NOT** wide open. You have 2 open times this week, Wednesday at 2 or Friday at 1. You are a busy person and are working on awesome projects. This makes your time and meeting more valuable to the connection. Powerful people are busy.

## “POWER Connectors are not desperate”

- 40 Take the pressure off. **You wouldn't expect to meet and marry your husband in the same night.** Why should you expect to win a person over completely in the first meeting, or get offended from receiving your first no. When the pressure's off, you feel more confident, can connect deeper, work the room, and successfully ignore negativity.
- 41 POWER Connectors **are not desperate.** They are not trying to sell you on the first meeting. Power connectors build relationships first, teach you a little bit about themselves and what they do, then determine how they can help you and if they want to incorporate you in their lives.
- 42 Step out of your **comfort zone.** Go alone. Go to the new place. Get on the plane by yourself. Go where you haven't been before. Meet some new people. Meet afterwards for drinks. Connect in non-business-like settings. Power Connectors know that stepping out of their comfort zone opens up their world to new, diverse contacts and experiences.

## “Be on Purpose”

- 43 By now you **ooze confidence**, are wearing your standout piece, you're sitting in the front row of the conference, you arrived early so you can move around smoothly and purposefully, you're smiling because you have a plan, and you know you deserve to be there. Say it. Feel it. **Work the room.**
- 44 **Be passionate. Be YOU. Create your OWN interesting, authentic, personal brand.** Have a great sense of humor- don't try to hide it. Have a neat talent or interest-talk about it. Have a business or cause that you feel is your life's purpose-show your passion. You are interesting and you have something unique about you. People who you want to truly connect with need to know and like who **YOU** are. Being authentically you is attractive, and attraction is POWER!

**45** **Have CONFIDENCE.** Nothing exudes Power more than confidence backed up by solid work, effort and a tenacious, can do attitude. No one wants to connect with someone who's already decided they're going to fail. No one is interested in the person who walks around ass-whipped. Be confident-feel your POWER.

**46** Most have all the power they need but have not chosen to release it. You wait. You wait for permission to be big. You wait for the go ahead to build your dreams. You wait to gain approval from your friends and peers. POWERFUL people don't need permission, they don't wait, they're always active, and they create their own opportunities and momentum. **No one person truly holds the strings to your future- Except you.**

**Find your POWER. Now Release It!**

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