

# Take a Millionaire to Lunch!™

## How to Expand Your Network-Ability...

Let's face it, everybody networks!

If you sell or distribute a product or service of any kind, you network for customers. If you represent a cause or an issue, you network to build support and a following. If you work for someone else, you network for advancement, promotion and raises. If you work, you net-work.

If you aren't working, you'd better be net-working. Resumes don't get jobs. Networking gets jobs.

### Access the Three R's of Networking... Resources, Relationships and Results!

If you want to be a millionaire, it helps to speak to and learn from other millionaires. In 1982, I wanted million dollar clients for my financial planning practice. I developed the "Take a Millionaire to Lunch" 5-Step approach. Using this, I increased my income 600% in two years - from \$16,000 in 1982 to \$100,000 in 1984. From 1990 to 1995, I used it in a different business and increased my fees by 1000%. It will boost your network-ability.

#### 1. List your 20 best centers of influence!

Write down the people who could help you most. Don't pre-judge, pre-qualify or pre-determine if they will help you. Aim high! Complete this list.

#### 2. Identify each one as an A, B, or C resource...

A= Absolutely can help me.

B= Better than 50/50 s(he) can.

C= Can; maybe, but maybe not!

Start first with your Absolutely names...

#### 3. Send a letter, or call and ask them to meet you in person, for 15 minutes. Tell them...

"I value your opinion. I trust you to tell me the truth. I'd like your advice, counsel and help." Be genuine and sincere. You must really mean it.

This is no place for tricks, gimmicks, techniques, or bait and switch. Don't even think about signing them up - or selling them anything. You want their advice and help. Period. Believe me when I tell you from first hand experience, their help will be worth a small fortune to you.

Now...

#### **4. When you meet with them, tell them...**

**What? - Why? - Who? - How? - Where?**

**What** - you are doing, and what are your goals? Be clear about what and where you want to go.

**Why** - you've chosen to do what you're doing. It is very important to demonstrate your passion and commitment. Always explain WHY?

**Who** - are you looking for? Who would be in the best position to further your quest, and access resources, relationships, results.

**How** - you want help. Describe the resources, relationships and results you are looking for. "I'm looking for these kinds of resources, this type of person, and I want to achieve this specific result." Be as detailed and specific as you can.

**Where** - should I go next? Where would you send me to find what I'm looking for?

#### **5. Now, ask one or all of these BIG questions:**

**"What would you do if you were me?"**

**"What advice would you give your best friend?" "How would you handle this situation?"**

**"Who could I talk to - where should I go from here?"**

**Keep in mind...** most people want to help. If you're courageous and determined enough to ask, you will find the help you need. When people are approached to sign up, or buy into something they get defensive and raise their guard. If they don't buy your product or service, they may find it awkward to recommend it, or you. Their general sales resistance makes it harder for them to be a networking resource for you.

But when approached for advice, counsel guidance and help, people are usually flattered. They don't feel like they have to buy something. If they need or want what you offer, they'll say so. If not, so what!

You have a vast network of people who can be resources for you. All you need do is ask. Call someone and ask for help today. You'll make a quantum leap in your network-ability.

#### **P.S. Here are two more questions you can ask:**

1- "Would you like to network with me?"

2- "Can we meet and talk about how we can help one another?" or..."share resources?"

"It's one of the greatest compensations of this life that no one can sincerely try to help another without also helping oneself." Ralph Waldo Emerson

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