

# Power Networking

For People Who Want To Soar To Success!



**Donna Fisher** - Speaker, International Author of four books translated in four languages. Corporate Trainer for Fortune 500 companies across the country Marketing Consultant, marketing for small businesses.



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## Guest Wizard Donna Fisher on Power Networking



### Donna Fisher

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- Business Owner, training company and percussion retail store Certified
- Speaking Professional, one of approximately 160 women worldwide
- Award winning marketing rep with major corporation
- Entrepreneur, designer of Soft & Luxurious wearable textiles
- An introvert who learned how to network

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To receive a free gift email Donna at [donna@donnafisher.com](mailto:donna@donnafisher.com). Let her know you are part of the Wizard Program and she will send you back an attachment of the assessment from the Power Networking book explained at the end of this transcript.

**Alan Hickman:** Hi everybody, this is Alan Hickman with Perfect Customers and this is our Guest Wizard Call on March 2, 2010, and we are thrilled, thrilled to have Donna Fisher here. Best selling Co-Author of Power Networking and many, other things, which I would like to mention. So, are we sort of taking roll of who is here?

**Donna Fisher:** Yes, they are already in there so we're ready to begin.

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Alan Hickman: Perfect. Well, Donna, I truly am just thrilled and honored to have you here and sharing the information and wisdom that you've put together over the years. Donna is an award-winning speaker, marketing consultant, business executive. She delivers solid down-to-earth ways for each of us to live and work smarter. Her clients include companies like IBM, Boeing, Eli Lilly, Exxon, Hewlett Packard, BP, on and on and on. She is, an international author of five books, a key note speaker, and a business owner, I have had the great pleasure of meeting and being with Donna in person, and she truly is one of those people who just moves and inspires you just being in the room with her.

I have to say, Donna, in introducing you I was reading a little bit of your book, Professional Networking for Dummies.

Donna Fisher: Yes.

Alan Hickman: I read the table of contents and one of the first things that stood out for me was Chapter One: **Networking Defined.**

Alan Hickman: I said, wow, I would like to know what that is. So I read that first page that "networking is the passing along of information from one person to another for the purpose of being of value and service," and then you say, "as human beings we have a natural need to be in relationship with others."

Donna Fisher: Right.

Alan Hickman: "Honoring that natural desire to connect with and develop camaraderie with others is up to each of us and that need for connection can be fulfilled through networking." That transformed my whole relationship to networking.

Donna Fisher: Awesome. I love that.

Alan Hickman: So with that, I would just like to open the floor for you to say anything you'd like right now. Just introduce yourself to all of our Wizards.

Donna Fisher: Well, thank you for sharing what you just shared, Alan. That touches my heart right there because it is my desire to transform people's experience of the opportunity that networking is and to have networking be something that's easy and natural and effective and that it really addresses some basic human needs:

- The need to feel part of something
- to belong
- to feel connected
- to have a place where we know that we have people we can call on and count on
- to feel what it's like to be valued by others and have an opportunity to contribute to others' success.

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It's basically what I think we're all here on the planet for even though we get distracted by other things.

Alan Hickman: Yes. Recently, we had a visiting professor, Byron Van Arsdale. He is a master of Teleclass training and conference calls, and he really emphasized that over the phone, just as we are doing right now, one of his six principles is connection, connection, connection.

Donna Fisher: Yes.

Alan Hickman: I know that's what you're all about, connecting.

Donna Fisher: Yes. Yes, for me networking is all about connecting with people.



It's interesting because it's easy for people to get focused on simply getting referrals or getting leads or getting business because we have goals. We naturally set goals in those arenas and yet the main thing is to connect with people because that's where all the results come from is once we make a connection. Then we have the opportunity to have our conversations lead to results in our lives, but it's the connection and even relate to people.

It's easy in this world to go out and go to networking events and go to conferences and just in every day life you're going to meet a lot of people but the thing is, are you connecting with people or are you just meeting people?

When people start thinking about their interactions that way, it leads to different interactions.

Alan Hickman: Yes, so connecting. How do you know that you're -- or how do you set yourself up even to go to a networking meeting and to connect with people? I know you talk a lot about the power the words have. Does that have something to do with sort of how I can set myself up for deeper connection with people?

Donna Fisher: Yes. I would say there are two key things that I'll touch on, Alan. **One is the Power of Words, definitely, and the Power of Listening.**

I believe it's through listening that we connect. So, I'm very big on really being aware of and always enhancing our listening skills because I think listening is something that is easy for us to just take for granted and it's easy in this world. I think that just because we're not talking that we're listening and that's not true at all.

We can be not talking and still have a lot going on in our head and not really hearing what other people are saying. So the idea is the connection that happens when we **truly listen, which means giving somebody else our full attention**

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and being engaged in what they're saying and curious and interested in who they are, **that's when the connection happens.**

Once that connection happens, then the possibilities are unlimited. But until the connection happens, then the doors to opportunities aren't even necessarily open yet.

So, I say one of the things to really focus on is to develop our listening skills.

I don't think that any of us are necessarily what I would say good or bad listeners. I think it all has to do with our habits, that we develop certain habits that affect our ability to focus and pay attention and listen effectively. So I always encourage people to notice their habits in that arena and see how they could upgrade their habits.

In fact, I'll just throw a question out to the group is to **think about somebody you know who is a really good listener.** Think of someone that you know who is a good listener and then think about what is it that they do that had you think of them as a listener, and then begin to look in your own life and see what are the habits that you could enhance and pay attention to and upgrade that would enhance your listening skills.

Then it's just a matter of -- you now notice the difference that that makes in connecting with people.

Alan Hickman: Wow, yes. You know, the person that came to my mind interestingly enough was someone you may know there in Houston, Carolyn Farb

Donna Fisher: Oh, yes.

Alan Hickman: Yes. She's a socialite there at Houston. I remember going to parties at her house and you'll see this huge house there on River Oaks and after the Heart Ball or the whatever. People come and she had this ability to really be -- I mean, I felt like I was just totally listened to.

Donna Fisher: Awesome. Isn't that an awesome experience?

Alan Hickman: Yes.

Donna Fisher: You will probably never forget that. I don't know how long ago that was, but I venture to say you will never forget that experience and that moment. Yes, because I have the same kind of experience years ago, actually with Warner Erhard and an opportunity to meet him. It was a quick interaction and yet **it was my experience that he was so present with me in that** moment even though there were lots of other things going around but there was a connection that happened. So part of the listening has to do with being present with people, to quiet our minds and to -- not necessarily -- well I'll say set aside our agenda. Not

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put it behind us but to simply be able to have our agenda in that moment to be present with the other person and there's something very magical about that.

Alan Hickman: Yes. I really get that that two of those being present to the person but at the same time, I like what you set about setting the agenda aside, it's still there. I'm still remembering why I'm here.

Donna Fisher: Exactly.

Alan Hickman: At that networking meeting. To integrate those two pieces, yes that's...

Donna Fisher: Yes, because I think it is valuable. I always recommend when going to a networking event, I mean for me the world is a networking event and at the same time we do have events that are set up for that, specifically for that purpose when we were truly given permission to utilize it for that, and I'd say always encourage people to think about -- on your way to the event -- think about

- who's going to be there.
- Who's going to be there that you know you want to reconnect with?
- Who might possibly be there that you don't know that it's a great opportunity to meet them?
- Think about the projects that are going on in your life.
- Think about the people that you know and what you know about what's going on in their life that you can bring up as a conversation generator if you meet somebody and you say like, "Hi Alan, how is your book doing? I saw it at the book store."
- To bring up things that show that you have people in your consciousness and to bring up things that really relate to their life so you start off conversations about them and not necessarily about you, which again is going to create the connection which leads to more possibilities and opportunities.

**There is something that happens in just giving a little bit of thought before we walk into a room that can make a difference in our whole experience of that event.**

Alan Hickman: Yes, we call that creating your BEE-ing.

Donna Fisher: Yes. Perfect, exactly. I know everything in your book, so I still relate.

Alan Hickman: Yes, I love that little quote from the BEE movie that bees were not aerodynamically designed to fly but they fly anyway.

Beth: This is Beth and I'd like to say one thing. Alan was who came to my mind who listens.

Donna Fisher: Oh, awesome.

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Alan Hickman: Thank you.

Donna Fisher: Yeah.

Beth: But he writes things down when we're talking in our groups and everything, and he can reflect that exactly back. Now, I wanted to also say that listening is one of the skills I've been working on for the last several years because I'm a talker, and so for me that was a hard thing. But in corporate America, I had to learn to listen because of customers on the phone and that was very helpful and I got very good at that. So now, one of the things I know when I'm on track of listening with people, I actually had someone tell me, "You know, I had said the same thing and explained this to several people and you were the first person to actually heard me and knew what I was saying."

Donna Fisher: Oh, gosh. That's good to --

Beth: Now, I know I validated because I know I listen better now.

Donna Fisher: That's awesome.

Beth: Still work in progress but...

Donna Fisher: That's awesome and that is a huge compliment. I mean, one of the things for me is I think people in our -- well, I was going to say our culture but I will say people in the world are so hungry to feel heard, and there are so much information coming at all of us all the time and yet people aren't feeling heard.

The more we don't feel heard, the more we feel not connected, the more we feel we reach out but in a way, that still doesn't connect us. I mean, it's a ripple effect in the wrong direction. I think one of the greatest gifts you can give people is for them to feel heard, and it really calms people down and brings more peace and then through more peace brings more opportunities, positive opportunities in the world.

One of the things that I tell people that can be great in strengthening our listening skills is to **develop a child-like curiosity about** people to truly be interested and curious about the people that are around us or in front of us in terms of who they are, what they are about, and what their passions are, what's important to their heart what uplifts them and to just be interested.

We're truly curious and interested and we pay attention in a different way. We show an interest that gets to convey at some energetic level.

Alan Hickman: Yes, there is a resonance that must happen at that energetic level that surfaces something that wouldn't otherwise be surfaced and that kind of relates to you about -- unconsciously, I hear you talking about being conscious and being deliberate about, for example, creating my BEE-ing before I go to a networking meeting and consciously, deliberately being child-like and curious.

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How do I -- you're talking about choosing words to create your experience, now how does that relate to what we're talking about here?

Donna Fisher: Yes, that's very much has to do with what you're saying as well. Just being conscious of the words that we use when we're interacting with the people and the difference that the words make that we're actually, by choosing our words, creating our experience and at the same time that we're creating our experience, we are creating an experience, an environment for other people to interact and how to have them interact with us.

So, even when I teach people and talk with people about making a request and how part of networking is really including people and including people means making request for help and support. That's including people. It's not bothering people, it's including people. It's a different way of looking at it.

So even if I talk about the opportunity to include people, the word include has a different energy to it. So I also, though, say that when you are calling people and making request of them that to make sure you include in there an acknowledgment of that person because anytime you are asking someone for help or support, there is an acknowledgment in there.

Otherwise, you wouldn't be calling that person. There's something you value, appreciate, admire, respect about anyone that you will call and ask for help or support or information. So the idea is to make sure that part of your reaching out to make a request is to **acknowledge them upfront**.

"I'm calling you because I respect the success that you've had in such in such an industry. I'm calling you because I admire that you just had your book come out." Include in there the acknowledgment aspect of it.

Alan Hickman: Wow, yes.

Donna Fisher: Then one other thing about words and requests, one of the things that I shifted for myself that was just valuable and interesting to observe was to give up the word want.

So energetically, the word want implies not having.

A lot of times we go around saying, "Well, I want this, I want that, and I want whatever." Really, want means we don't have it, right?

Alan Hickman: Yes.

Donna Fisher: So we keep reinforcing in our speaking that we don't have something. So I started using the word request that if I called and asked something, rather than saying what I'd like you to do to me or do for me or what I want is this, I would say I request or if I might, what I would do in the past possibly

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would be, "I want to set up an appointment with you or I want to schedule a phone call." Instead I would go:

"I request that we schedule a phone call."

Alan Hickman: Wow.

Donna Fisher: Very different.

Alan Hickman: Yes.

Donna Fisher: Very different energy.

Alan Hickman: Right. In this new world of technology, I'm reminded Twitter, for example, a hundred and forty characters.

Donna Fisher: Yes.

Alan Hickman: If words really start to have a value.



Donna Fisher: Yes. Well Twitter, yes. I'm glad you mentioned the Twitter because Twitter is a great tool for learning to really think about what we're saying and really examine the words that we're using. I mean, that's a great tool for learning that, for paying more attention to our words and what we're saying and what we're conveying. It is my experience that words carry energy and they have great power in our experiences.

So we are the ones says it great. The good news is we are the ones who have the power to choose the words that creates the best experience and opportunity.

Alan Hickman: Yes, interesting. I'm reminded of some Internet marketing training that I have done recently and in it, there was this whole thing about key words.

Donna Fisher: Oh, yes.

Alan Hickman: There is one are of study where you can actually, where you have to find out which key words people are actually searching for on the Internet.

Donna Fisher: Right.

Alan Hickman: I remember Robert Allen do this millionaire ego program and he had some guy on there who actually, he would go and find out what people were searching for, then he would write an article about that.

Donna Fisher: Oh, that's great. That's smart.

Alan Hickman: Yes.

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Donna Fisher: Yes, that's very smart. See what they're searching for and then write an article about that.

Alan Hickman: Right, right.

Donna Fisher: Yes.

Alan Hickman: So there is one whole area of research about, okay, how many people search for what key words, and phrases, et cetera. Then there's another domain, which one of our Wizards, Julia Stege has used at BEEing Attraction Planning Process with her customers.

She walks into the four-step process and it has created content for designing their websites, for designing their social networking, et cetera. But she came up with this little tool.

I forget what she calls it Julie's Wizard, you know, Magical Wizard Process where you just draw a line and on the right side you put your products, services and offerings, establish it, marketing, and websites. Then on the left side, she has you right -- what she calls your tick words or it might be your BEE-ing words. Then you connect. So just getting present to is your speaking that that's a sort of a practice that I can use as I come up with my BEE-ing words and that's a big part of our processes, who am I BEE-ing moment to moment. You start using those words more often.

Donna Fisher: Excellent, yes. Yes, excellent.

Beth: The process is Branding from the Heart, Alan.

Alan Hickman: Branding from the Heart. There we go.

Donna Fisher: Awesome. Yes, perfect.

Alan Hickman: In fact, this is something I actually shared with a number of people, Donna, is when I get what makes me tick.

Donna Fisher: Yes.

Alan Hickman: When I'm in a networking meeting, I write it on the back of my business card.

Donna Fisher: Ah...

Alan Hickman: Then when I collect the business card, I kind of write on that card what I get that makes that person tick.

Donna Fisher: Yes.

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Alan Hickman: It gives a whole new energetics to my business card and it's just one of the little things, techniques that I use for, I guess, making a game out of networking.

Donna Fisher: Yes.

Alan Hickman: Because you can, sometimes, seem not natural.

Donna Fisher: Yes. Yes, I love that. I love that aspect of the game including that in the game because to me that adds a softer element to it than just a business aspect that a lot of people approach networking when for me it's very much about the personal connection that can lead to everything else. Yes, so I like that. That's a great one.

Alan Hickman: Yes, and I know you talk about the natural way and that you were an introvert.

Donna Fisher: Yes.

Alan Hickman: That's hard for me to imagine.

Donna Fisher: Yes.

Alan Hickman: Because I'm looking at the five books that what made you internationally known key note speaker. How does that go with being an introvert? But I mean, I can totally relate to it.

Donna Fisher: Yes. Well, the thing about the writing, the writing is very much an internal process. It's interesting in process of writing and speaking because speaking is very much about being out there and then writing is very much about going inside, in my experience to kind of access the information to have it.

So, it's kind of an interesting bounce back and forth between the two, but I just introvert on all these personality tests.

Beth: Yes, I'm an introvert too.

Donna Fisher: Yes, part of --

Beth: Even though I seem to be an extrovert, the actual definition is where your energy comes from. Is it from being more alone time, or is it being with people more? It's not how you act when you're in public but how much you really want to be there versus how much you need to recharge our batteries alone.

Donna Fisher: Yes, exactly. I had to learn to that with my speaking. When I would be traveling and speaking a lot, I had to really learn to honor that. That was really where I learned to simply honor that that there were times when I needed to

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-- after being out and speaking with and being around with a lot of people -- that I had really let it be okay for them for me to go off by myself, go for a walk, go to my hotel room while everybody else is going to dinner and just have some time to rejuvenate myself.

That was important to realize because then that was the only way I could go out and be with people in a way that I could connect with them.

Alan Hickman: It really connects with something else that I was thinking about in reading some of your book here. That is through realizing the wealth of information that I have within me and its value to other people. That's how you connect with it. Actually going out and taking care of myself so that I can then come back and be present and make that wealth of information that I have available to other people.

What are some tips that you would give the people on the phone who, for example, feel they are introverts that would support them in that process of being out in the world more?

Donna Fisher: Well, one of the things that that may relate to that is I know that what you have is so -- that what you guys offer through your books and programs is so valuable to people, to your Wizards. I mean, what they have is so valuable and important, and there are a lot of people out there that could get great benefit from it.

So one of the things is no matter what your own personality or style is or whatever, the thing for me is to make what I have that is easily available to the people who won't need what I have.

So the idea is make it easy for people to find you because there are people out there who, they may not know they are looking for you in particular, but they're looking for what you have. At some level of their being, they're looking for, yearning for, and ready for what you have.

- So the main thing is make it easy for people to find you
- Be visible
- be present
- be open
- be participating in life and in such a way that people can find you

So that's one piece of it. The thing with networking for me is not that I'm going to be -- it's not that I have to be on all the time.

I don't think of networking as a technique. I think really of it as an approach to life and a way of interacting with people. An old concept of us all being here on the planet at the same time to be a support and connected with one another. So the idea is if that's what this is all about, then how I'd be in the world to do my part in this net that I am part of. I think of networking as a treasure hunt.

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Alan Hickman: Yes.

Donna Fisher: So that's my analogy that I use in all my programs is that **networking is like a treasure hunt**. So if you've ever been on a treasure hunt of any kind, then the whole idea is you know there are some jewels out there.

The fun is you know there are some jewels out there and everybody is looking to find the jewels. But the thing is if we were going on a treasure hunt and I told you where the jewels were, then the game would be over. I mean, what fun would that be if we went on a treasure hunt where everybody knew where the jewels were. So the idea is networking is a treasure hunt.

There are jewels out there everywhere. You just don't know where. Now, the fun in the game is to find the jewels. Talk to this person, talk to that person.

Sometimes you're going to find the jewel, sometimes you're not, sometimes you're going to talk to somebody who gives you a clue to where the jewel is, and sometimes you're going to be the jewel, and let it be a game, let it be fun.

Alan Hickman: Wow. That is really great. I am reminded of a story that I heard about that Albert Einstein when he was a youngster he was having trouble with algebra. His uncle taught him a little game, which is called find Mr. X.

Donna Fisher: Oh.

Alan Hickman: Young Albert got so enthusiastic and inspired by that little game, and the rest is, as they say, history.

Donna Fisher: Oh, my gosh. I've never heard that. That is awesome. Oh, my gosh.

Alan Hickman: Isn't that great? Find Mr. X. Who knows?

Donna Fisher: Wow.

Alan Hickman: Albert may have failed algebra, and who knows what might have happened?

Donna Fisher: Yes.

Alan Hickman: So you've just -- I feel like that right there is one of those techniques, if you will, or tool that really gives me power to be present to my own value and to overcome maybe that natural way of being introverted and really be open to giving and receiving that.

Giving my value and my gift and that little game that you just described, finding the jewels out there and make gifts what others have.

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Donna Fisher: Yes.

Alan Hickman: You mentioned that the power of praise and acknowledgment, you've mentioned it kind of relates to this as well. How would you integrate that into this conversation, for example, around networking?

Donna Fisher: Well, the idea for me, giving praise, acknowledgment, and appreciation is, in my opinion one of them is simple and yet at the same time the most powerful tools we have available to us in nurturing and building a relationship. It's so simple that we sometimes forget the value and the power of it and let it slide.

So I emphasize the value of it and that there is value of it not just for the people that are getting acknowledged. There is value for me in having acknowledgment be part of my life every day that it keeps me aware of the network that I have that's of support because it's very easy for most people to sometimes get in a place to where they feel like they're having to do it all on their own and there is nobody else out there, and there is no support.

So you get in that place of feeling like they're all alone, doing it all alone and like that. So acknowledging the team and the people around me and in my network helps to keep me feeling connected and grateful and appreciated and aware of that I have a powerful network to call on. Otherwise, my tendency is to isolate in my mind.

Alan Hickman: Right.

Donna Fisher: Acknowledgment is also very powerful because it helps the people around me realize who they are for me and it helps them stay aware of the value that they bring to the world and that's the value they bring to me in their network. So the truth is I'm building my network not just for me. I like the concept of looking at that.

I'm building my network because the more broad and deep and diverse and strong my network is, the more I have to offer you. I'm building my network for my network, not just for me. That takes it away from it being all focused on me, which then has it, which for me, then has it been more fun and exciting, more easy, and more natural.

Alan Hickman: Right.

Donna Fisher: So, yes. I'm building my network not just for me. I'm gathering information and even when I'm talking to someone and it seems like there's not going to be any like opportunity or business there for me.

Alan Hickman: Correct.

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Donna Fisher: That I still stay engaged with them because what they offer might be a value to somebody in my network and that's a value to me.

Alan Hickman: Right. You don't know who they might know.

Donna Fisher: Exactly.

Alan Hickman: They may know Oprah's boyfriend.

Donna Fisher: Exactly, you'll never know. So part of the fun of the game for me is you'll never know. So it is an exploration so I love the exploration and the discovery and you never know.

I love the fun of sometimes the greatest gift shows up in unexpected ways and unexpected places. But the thing is each and every person on this call, I mean, each and every one of you are a wealth of information, ideas, and contacts -- each and every one of you.

So the thing is all that information is in our heads, and the idea is to get that information out and share it. I call it recycling. So that was just a form of recycling.

So I meet people and I gather information and I read articles and I find these websites and I take what's of value for me. Then it's a matter of filing it in my head but also passing along. If everybody is passing along information that way, then we definitely live in a very rich environment.

Alan Hickman: Yes, interesting. That exactly describes Twitter in its very beginnings.

Donna Fisher: Yes.

Alan Hickman: Fortunately, also they have embraced commercialism that you can do, which you just described in a way that supports you in tons of free leads, if you will.

Donna Fisher: Information, yes.

Alan Hickman: Yes. So I love it because in Chapter Four of your book Professional Networking for Dummies is "you are the source of your network". There's a one line in here,

"You are the center of your network and your actions and interactions ripple out from you and throughout your network."

So I was just thinking about Twitter, for example, and sharing what I know. I really get present to it but there is a whole lot of stuff that I know and that I know about that I haven't shared.

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Donna Fisher: Yes.

Alan Hickman: And that I can now -- I'm going to take a little notebook and start making a list of what those things are and share them in 140 characters.

Donna Fisher: Yes. That itself is a tremendous game to me and an exciting game. With all the online social media stuff when it first came out, I'll have to admit I was kind of like, oh, they think they're going to build relationships online.

Alan Hickman: Right.

Donna Fisher: So I was very skeptical. I was very skeptical. Then, thank goodness at some point I got so intrigued because I kept hearing about Twitter so I went to check out Twitter and then I was like, oh.

Alan Hickman: Oh, right. It's what I say in the beginning of my book.

Donna Fisher: Oh.

Alan Hickman: You know what that is? They [Indiscernible] [0:34:07] a good movie or about a friend suggested of vacation spot, a wonderful book, or a fabulous restaurant.

Donna Fisher: Yes. It's incredible for sharing and it's teaching us hopefully.

Alan Hickman: Networking.

Donna Fisher: Yes, all of us to share our information and pass along and recycle and realize that we have -- to realize that the things, the information that we have, the experiences that we have can be of value to other people, and to be able to reach out through Facebook and make request and get responsive from people you know and people you barely know. I mean, it's incredible.

Alan Hickman: I know. I connected with some woman in Finland the other day.

Donna Fisher: Oh.

Alan Hickman: How does that happen?

Donna Fisher: Oh, I know. When I first got on Twitter, my mind is just thinking, okay, everybody is on the same timeframe. Then I noticed these people are leaving Twitts 24/7 and I'm thinking, "Oh, Donna. They're from all around the world. They're not only in your time zone."

Alan Hickman: That was amazing. In the first book, *Attracting Perfect Customers: The Power of Strategic Synchronicity*, you have a bonus tip in there. Ask, offer, thank.

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Donna Fisher: Yes, yes. Yes, thanks because that was the thing I was headed towards so thanks for bringing me back to that. The thing is always, when we ask for help or support to, at the same time come back and offer something and of course, then always thank people.

Whether people can give us what we're asking for or not, thank them for their time, thank them for their availability. Thank them. There's always something to thank people for, so simply take a moment to think about that. So, it's asking people, offering something, and thanking people. What if in every conversation where we ask we did all three things?

The idea with the offering is -- because there may be times that I call somebody and I ask her something and I don't necessarily -- this is why it's so important that we realize we have something to offer other people because it's much easier for me to call somebody and ask for support if I also feel like I have something to offer.

Now, I may not always know what it is but it always come from the place of that I'm going to look for something that I can offer. If nothing else, I'm just going to say thank you.

- Thank you for the information.
- Thank you for taking the time to talk with me.
- Thank you for whatever.
- What can I do for you?

So if I don't know what to offer, I can always say, "What can I do for you?" Thank you for this. Thank you for whatever. What can I do for you? Now, the thing is, about 99% of the time people, "Oh, nothing. I'm fine," but that you offer. Just, again, the conversation of different energy and it will feel different for you that you're not just going and asking. You are doing your best to have the relationship be a two-way street.

You're, at least, indicating by saying what can I do for you that you desire to be a support, you desire for it to be a two-way street. The masterful networker will get to know the other person well enough either by checking things out online or just building a relationship with them that if they come back and say, "Oh, nothing. I'm fine," the masterful networker would be able to come back and say, "Well, what if I did this for you?" It would just be like, "ride on" and the other person would go, "Oh, wow that would be great." They didn't even know they asked for it.

Alan Hickman: Yes.

Donna Fisher: But you know to offer it.

Alan Hickman: Wow.

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Donna Fisher: That's incredible. That's what I call the master in that arena. They are always looking and they're always listening. So there is an aspect to your developing ones mind to be a resource that we're thinking not just about ourselves. We're thinking about ourselves, we're thinking about other people, we're including people, we're asking, we're offering, so it definitely involve a different type of multitasking than typing on the computer and doing something else but that our mind is looking at opportunities from all angles.

Alan Hickman: Yes. It gives me a whole new relationship now into networking but now also to Twitter and Facebook so that it's now, for me, you've just shifted it into this game for me, one to discover more of what I have that is of value and to be conscious and aware of it and then to be able to deliver it in such a way that I can actually build relationship, be in relationship with people in a contributive fashion, if you will.

Donna Fisher: Yes. So being more conscious of looking what do I have that's of value that I can pass along that I have to offer that's come my way or like that. Also, part of what's of value to people is simply that we are present and available and open and sharing what's going on in our lives with other people so that people can relate to one another.

Back to the power of praise and acknowledgment, I've always been a big proponent of sending notes. Staying in touch with the part of networking is simply staying in touch with people which the social media is giving us the greatest gift ever in terms of being able to stay in touch with people easily. I mean, you can stay in touch with thousands of people with one post. I mean that whole thing.

Alan Hickman: Yes, it's the whole sort of followup so that the power of staying in touch is the following up with people.

Donna Fisher: Yes.

Alan Hickman: Once you have connected with them.

Donna Fisher: Right. So one of the things I'm still very big on is the power of sending notes, staying in touch with people, expressing appreciation, and I've always been that way and then e-mails came along and everybody started sending e-mails and now everybody is swamped with e-mails.

Alan Hickman: Yes. That's where something high touched and really stands out in a high tech world.

Donna Fisher: Oh, yes. Yes, so what I'm pleased to see now is that there are some programs that combine the high touch and the high tech in terms of, and there are two, and Ellen I think you -- maybe you've -- I think Jan said you guys are using one of them where you can send out cards and then there's a program called Enthusem. I mentioned these because I recommend that everybody check them out, get on board, and utilize the technology that's set up. So that is also

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high tech as a tool for staying in touch with clients, customers, friends, and family because in both of these programs you can go online, you can pick out a card, you can create a card, you can put people's logo or photo on the front, you write your own message, and then the company prints the card and mails it out.

Alan Hickman: Yes. We have Send Out Cards and I'll connect everybody with that. What was the other one, Enthusem?

Donna Fisher: The other one is Enthusem. Yes, go to DonnaFisher.com.

Alan Hickman: Okay.

Donna Fisher: Just go to DonnaFisher.com and then there's a link or you can go to DonnaFisher.com/. Well, this is so long. I'm sorry this is so long. DonnaFisher.com/stayintouchwithenthusem or just go to DonnaFisher.com and then there's a little link on the navigation bar.

I have a page where it will explain just a little video in terms of how you use it. The cool thing about Enthusem is the same kind of thing. You can print a card that they have or you can create your own card, put something on the front that relates to who you're sending it to and then you can put a pick-up code. You could record a little video message to the person and then put a pick-up code that leads, that when they go and enter that pick-up code on the side then they get the video, they can get an audio, you can attach a PDF, you could send them into a registration page, you could send them to where they order your book. Then as soon as they go and pick up the attachment, you're notified.

Alan Hickman: Wow, that's great.

Donna Fisher: It's very cool. Yes.

Alan Hickman: So is that the best way to get in touch with you and your programs and information is DonnaFisher.com?

Donna Fisher: DonnaFisher.com and yes, when you go there, the first thing on the navigation bar is Stay In Touch With Enthusem. So my guest to everybody on the call is go there, send out a free card.

Alan Hickman: Yes.

Donna Fisher: You can go send out a free Enthusem card and then Alan can let you know about where to go and send a free Send Out Card.

Alan Hickman: Send Out Cards, yes. Jan and I just went to see Crazy Heart.

Donna Fisher: Oh, yes.

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Alan Hickman: I was so moved and inspired by Jeff Bridges' performance, I just had to send them a card.

Donna Fisher: Oh, I'd love that.

Alan Hickman: Yes, what I had found this really great picture of a guitar and I put this little note and just send it to his house in Malibu.

Donna Fisher: I love it.

Alan Hickman: Yes. I use it all the time.

Donna Fisher: I love that.

Alan Hickman: I have pictures of the grandkids. We've got a picture of BEEing Attraction that I send out to people.

Donna Fisher: Great.

Alan Hickman: The design really looks terrific.

Donna Fisher: With tools like Enthusem and Send Out Cards, there's no reason to not be sending cards and stay in touch with people. But once you get setup, it takes like 30 seconds to go send a card. The idea is just when you think of people, follow through.

The whole idea is when you think of people, follow through and it's the little things that make a difference. So one of the examples that I share in my workshop is I had an attendee when I was really promoting the whole thing about Send Out Cards.

Send note cards, send handwritten note cards, stay in touch with people and this guy stood up and he shared the story about being a musician and he was having a performance and he invited some of his friends.

So some of his friends were in the audience and they were telling them and it was great and he was so grateful they were there. Three days later, he gets a card in the mail and it's the envelope that stands out. He opens up the envelope, pulls out the card, opens up and the card and all it says is "**Stunning**". It was a one-word note.

Beth: This is Beth. I got my own one-word story.

Donna Fisher: Oh, cool. But that goes back to the power of words that it doesn't -- you don't have to say a lot. You don't have to labor what do I say, how do I say it. You don't have to write lots of sentences. Just that one-word note meant the world to him, "Stunning".

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Alan Hickman: Yes. Now, that's an example of high touch and high tech world.

Donna Fisher: Yes. So Beth, what's your story?

Beth: Well, my parents were Salvation Army officers. So I grew up in the Salvation Army watching my parents serve the public. So the other day, I happened to look at one of my pictures in my Christmas ornaments that I had. I changed my screen saver or my desktop theme on my computer every day. So I had this picture of these ornaments from the Salvation Army that I used for Christmas this year and on it, one of them said that General William Booth, he was the founder of the Salvation Army and way ahead of his time. Back in the telegram days in the 1800s, he sent a one-word telegram to every Salvation Army officer, and all it said was **"Others"**.

Donna Fisher: Oh, my gosh. Oh that's great. Oh, wow.

Alan Hickman: It's a great story. Yes. That's so good. That says it all.

Donna Fisher: I love that. I want to start a campaign of one-word note, one-word card.

Alan Hickman: Yes. Perfect. Thank you, Beth.

Donna Fisher: That was beautiful.

Alan Hickman: Yes, that really just kind of like brings it all around to...

Donna Fisher: That's their focus.

Alan Hickman: Yes.

Donna Fisher: Yes, such a reminder. So I request that everybody on this call, right now, think of somebody that you could send a note to. Friend, sometimes our family members that we forget to express those words to.

Alan Hickman: Right.

Donna Fisher: Family, friend, client, customer, vendor, mentor.

Alan Hickman: Yes.

Donna Fisher: Coach, adviser, and if you have maybe your first customer that you ever had. What if you send them a note saying,

**"Thanks for being there when I got started with my business," or your favorite customer and send them a note today.**

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Alan Hickman: Yes, Donna. You have really inspired me around Send Out cards. I've just never really known how to integrate it into what we do and to inspire others to do what I'm doing with it. Then you have done exactly that. We'll just think of someone we could send a note to because you could go to Donna's website right now and set up a free account that will allow you to send that card to that person.

Donna Fisher: Right.

Sherry: Hi, this is Sherry. I just want to also attest that I've been using the Send Out Card system.

Donna Fisher: Good.

Alan Hickman: Yes.

Sherry: I use Send Out Cards. I tend to, sometimes if I have something I need to give them in person, I'll make them a card, create my own card. But that whole premise of just keeping in touch which, no matter how you do it, it's important.

Donna Fisher: Right.

Alan Hickman: So Donna, to put a bow on it and just tie it all together, how would people best use your programs and the information that you have available? How would you suggest the Wizards what would sort of be next for them if they were to look for something at your...

Donna Fisher: Well, one thing I would recommend is the Power Networking book. The Power Networking book is based on a 59-item assessment. It's a self-assessment so it's not a test or a quiz.

It's a self-assessment so it simply creates awareness which is of great value. So the idea is you get to score yourself. In your opinion, how well do you do this, all different aspects of networking, which does a couple of things. It validates the things you're already doing at work, which is very good because sometimes if we don't validate what's working, we let it slack off. So it validates and supports and keeps you doing the things that work.

Then it also shows you where to focus your attention that will create the greatest growth and enhancement in your networking so you can pick and focus on this. The book is designed to be very easy reading so you could sit down and I mean there's basically like a one-page chapter for each of the 59 items in the assessment and then some stories and tips and action items.

So I recommend that and then I'm getting ready to -- I'm in the process of creating some online programs for networking and some online virtual networking events that are going to have some great new technology that assist people in better understanding how well they're connecting with people and what they can do to

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better connect with people and how to use the online world in a personal and in a high tech way.

Alan Hickman: That would be what's next. I love what you said for about creating awareness. For me, that's what you've done for me on this call. I always like to say there is never a shortage of opportunity in the world.

Donna Fisher: Right.

Alan Hickman: Sometimes it's just a shortage of awareness.

Donna Fisher: Yes.

Alan Hickman: So if Power Networking is going to create awareness the way that you have created awareness for me just in this last 60 minutes, I'm definitely going to get that book and read it.

Donna Fisher: My premise, Alan, is that everything you want and need is available and right around you.

Alan Hickman: Yes.

Donna Fisher: That in this universe we live in, everything you want and need is available and right around you. It's yours for the asking. It's simply a matter of, like you were saying, awareness and asking.

Alan Hickman: Yes.

Donna Fisher: It's there. It's part of the treasure hunt. Once again, we go back to the treasure hunt thing.

Alan Hickman: Yes.

Donna Fisher: Everything is there, which often times we're just walking around, stepping over it, not being aware of it, not asking it's right there and we ask and then we don't even realize it's there because we're in depth focusing on something else. So everything is available. It's ours for the asking.

Alan Hickman: Well, this is a perfect example of that, Donna. You showing up here, I am so grateful that Jan picked up the phone and asked you to be here that you would need.

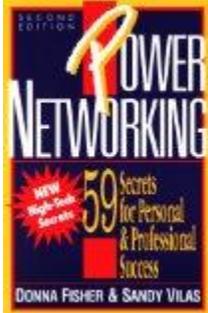
Alan Hickman: Because in that asking, now I have created an awareness around networking that I never would have had. Because you have totally walked your talk, you have clearly demonstrated what you talk about in your books. I love you for that.

Donna Fisher: Well, thank you.

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Alan Hickman: I am moved and inspired.

Click Here to Buy the book at Amazon



Donna Fisher: Awesome. Well, I am touched by that. So thank you for being receptive to my information and for the opportunity to interact with you and everybody on the call. So what I will offer also, besides the gift of the free card is, also for people on this call, e-mail me at [donna@donnafisher.com](mailto:donna@donnafisher.com). Let me know you were on this call and I will send you back an attachment of the assessment from the Power Networking book. I still recommend the book because it goes into more detail, but I'll e-mail you a document that at least has the assessment in it.

Alan Hickman: That's great. [donna@donnafisher.com](mailto:donna@donnafisher.com) and request the assessment, the Power Networking assessment.

Donna Fisher: Yes, and let me know that you are on the Wizard Call.

Alan Hickman: Yes. Well, wow. So, thank you for being a Guest Wizard here at the Authorized BEEing Attraction Wizard program and you're welcome back anytime and I'm just so grateful. Thank you so much.

Attractively with LOVE and GRATITUDE,



**Jan H. Stringer and Alan Hickman**

Co-authors, BEE-ing Attraction: What Love Has To Do With Business And Marketing

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***What makes us tick is working with people to discover a deeper connection to create heart-centered lives and businesses.***