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Are you out there making phone calls, sending emails, handing out business cards, and shaking hands, yet very few people, if any, are calling you for your business, service, or expertise? Sometimes these tactics work, but many times the business card on the bulletin board just blends in and you wait patiently for a call, text, or email that never comes or comes enough. Before you give up, though, there are some things you should consider. Let me ask you a few questions for your consideration and possible exploration:

In your industry, do you have a good reputation? Do others speak highly of you? Are you an outstanding performer? If you answered “no” to any of these questions, you need to come up with a game plan to rectify that perception or performance. If you answered “yes” to each question, that’s terrific but I recommend you try a few of the following things if you’re wanting to improve your ability to bring in customers, clients, or an audience.

Most people assume the most efficient way to network with others is to position themselves to meet the right people. Although this method can work at times, it is not always the most

Don’t TALK about it, BE about it

effective. If you think meeting people is the only way to network, you’re missing out on a huge, free networking resource: yourself!

John Gitomer, author of *The Little Black Book of Connections*, wrote that making a name for yourself can happen two ways. The conventional way is to attend parties, pass out business cards, talk about what you do, and follow up with phone calls. The unconventional way is having your name speak for itself.

When people with power in your industry are discussing who they think they should call when they need an expert, you want your name to be at the top of the list. And it probably won’t be there just because you gave them a business card and shook their hand. People with power will normally call on experts they’ve *witnessed in action*.

If you’re not getting much action, then go out and find where the action is and jump in. A good way to do this is to join a trade organization or association that is active in your industry. And more importantly, do something more than just sending in your dues. Attend some functions, speak at a seminar or symposium, or volunteer to be the head or chairperson of an important event. For instance, if you’re an ex-cop trying to break into the security consulting

industry, it would be a great idea to get involved with National Police Week events, lead the security detail at your local town’s annual carnival, or speak at an insurance company symposium about the importance of home security systems.

When key people in your industry hear you speak to an audience on relevant topics, see you leading an activity, or observe you exerting your expertise in a given situation, your name will surge to the top of their list of someone “who’s relevant,” “knows what to do,” or “who knows how to lead.” In this capacity, your expertise transcends from words into action. This will generate you some important contacts, give you instant credibility, and increase the likelihood that someone becomes interested in you and what you do or offer.

Life enthusiast Tab Pearce, a dynamic personal health consultant, always tells people: “Don’t TALK about it, BE about it.” Actions make a real difference. So get your name out there by “doing” rather than “talking” and become someone people want to meet and want to call. In no time, effective leaders will begin contacting you when they need a reliable expert.

~ The End ~