



By Jeff “Chief” Urbaniak
COLUMNIST

DEAR CHIEF: I don’t get it. I’ve tried my best to get my name out in my industry, going out of my way to meet people with power, handing out business cards, and shaking hands--yet it seems like no one ever calls me. I’m beginning to think that maybe I’m not cut out to do what I do. I’m ready to give up this gig and reinvent myself. Any last second suggestions for me?

READY TO QUIT



DEAR READY TO QUIT: Don’t quit just yet. There are a few more important options for you to consider. Before I touch on those, I need to ask you some 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 the answer is “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 other things before you hang up your hat.

Don’t TALK about it, BE about it

Most people assume the most efficient way to network with others is to position themselves to meet the right people. Although this method can be efficient, it is not always the most 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. A good way to get yourself witnessed 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 for an important event. 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 in charge” and “knows what to do.” In this capacity, your expertise transcends from words into action. This will generate you a large number of contacts and give you instant credibility.

Life enthusiast Tab Pearce, a dynamic personal health consultant, always tells people: “Don’t TALK about it, BE about it.” So get your name out there by “doing” rather than “talking” and become someone people want to meet. In no time, the people with power will begin calling you when they need an expert.



For an opportunity to have your question, issue or concern addressed in the Dear Chief column, go to www.DearChiefAdvice.com and submit your comments or email them to Jeff@DearChiefAdvice.com.