

Focus Guide: Networking for Entrepreneurs



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Table of Contents

Introduction.....	2
Network Like a Pro!	3
Networking Tips for Entrepreneurs	4
Sometimes It is About Who You Know	6
How to Be a Recognized Expert.....	7
RESOURCE GUIDE.....	10
ABOUT THE AUTHORS.....	12
NOTES.....	14

Focus Guide: Networking for Entrepreneurs

Introduction

Dexter and I realized early in our relationship not to rely on paychecks from a job. Because within 6 months of getting married, Dexter was laid off from his job. Since that time, more than 35 years later, we have always had a side-hustle. We are serial entrepreneurs! From selling home products, perfumes, and phone services to investing in real estate, we have pursued our dream of entrepreneurship.

Recently I retired from my full-time job as an attorney, to work on-line full-time after too many long-commutes, too many overnight trips, and too much office politics.

Being a creator of information products, author, speaker and marketing strategist allows me to spend more time with my family and volunteer in the community. My legal training and experience allow me to take a stand for economic and social justice in a very concrete and meaningful way.

We use our knowledge, skills, and abilities to help people looking to leave the rat race create the means and opportunity to strategically make the choice to become entrepreneurs.

Much of our success has been based on our ability to showcase our expertise and leadership through public speaking. Using this skill, we have become valuable resources in our community.

You may be wondering, “why is networking important for growing my business?” Also, you may want to know, “Is it worth it?” We will explore these issues and more in this focus guide.

Creating the life of our dreams by becoming information product creators, authors, speakers, and online marketing strategists has changed our lives in untold ways. You too can create the life of your dreams by following a few time-proven strategies.

It is our hope that you will find in these pages the inspiration to take control of your future by shaping the impressions that you make online and local communities.

Perhaps you will begin to experiment with some of the ideas presented here to help you stand out in a world of sameness.

Focus Guide: Networking for Entrepreneurs

You have a unique vision and message to share with the world. Let us help you create the business and life that you love!

We will leave you with this anonymous saying that has become our motto...

Do What You Do Best; Let Your Team Do the Rest!

Network Like a Pro!

To network like a professional often requires you to change your mindset. In this interview with business consultant, **Leslie Cardinal**, you will learn all about the proper networking mindset and attitude. Leslie also shares advice on (1) why we should network; (2) some common mistakes in networking; and (3) helpful tips to relieve your jitters when you network. If you want to become a savvy networker, listen to this interview on [My Biz Dream Team: Opportunity Wednesday Training Series](#) to learn how to network like a pro!

Network Where Your "Tribe" Hangs Out

You need to network where your "tribe" hangs out. Where does your "target market" or "tribe" hang out? Are they on-line? If so, where? You need to go where they go. If they are on Facebook, Twitter, Instagram, or Pinterest then make sure that you are posting relevant information. If they are in your local area, then go out to meet them. Engage with your potential clients by asking questions and getting to know them. Learn from them. They have a lot to teach you. To network like a pro, you should commit to reaching out on a consistent basis to establish relationships. It is the relationships that you establish that will help build your authority.

Become a Problem Solver

To network like a pro you need to do more than post articles and put links to your website. You need to make a habit of commenting, connecting, and offering solutions to issues. Every solution that you offer does not have to relate to something that you are selling. You will build your credibility if you show genuine interest in solving problems.

Focus Guide: Networking for Entrepreneurs

Become a Connector

To network like a pro you should aim to connect people who can help each other. For example, if you meet someone who is looking for a graphic designer, you can connect them with the person who designed your logo. We often find ourselves recommending products and services of the people who have helped us build our business. When you help your "target market" and connect them with useful information, it positions you as an authority.

Click here to read more about networking- [Networking Tips for Entrepreneurs: You Can Be a Star!](#)

Conclusion

As you learn to network like a pro by (1) networking where your "tribe" hangs out; (2) becoming a problem solver; and (3) becoming a connector, you will reap many benefits. For example, as you build connections with them, you are building your authority. You are also creating a tremendous boost for your business.

Networking Tips for Entrepreneurs

Networking is a crucial skill for an entrepreneur. It is all about you developing and using contacts for business beyond the initial meeting. Networking helps you (1) build relationships and (2) build your status as an authority. Have you ever noticed that some celebrities are everywhere? You can't open a magazine or watch a television show without spotting them! They have great brands and therefore, great visibility. However, you don't have to be a celebrity to have the same kind of star power in your market. Networking with the right people will help build your credibility, visibility, and authority. This article will discuss how using a few proven strategies, you too can be seen everywhere!

Eight Networking Tips for Entrepreneurs

A [recent article in Entrepreneur Magazine](#) gave eight tips for effective networking. They are:

- **Try one or two new groups per month.** You can attend almost any organization's meetings a few times before you must join. This is another way to stretch yourself and make a new set of contacts. Determine what

Focus Guide: Networking for Entrepreneurs

business organizations and activities you would best fit into. It may be the chamber of commerce, the arts council, a museum society, a civic organization, a baseball league, a computer club or the PTA. Attend every function you can that synergizes your goals and customer/prospect interaction.

- **Carry your business cards with you everywhere.** After all, you never know when you might meet a key contact, and if you don't have your cards with you, you lose out. Take your cards to church, the gym, parties, the grocery store--even on walks with the dog.
- **Don't make a beeline for your seat.** Frequently, you'll see people at networking groups sitting at the dinner table staring into space--half an hour before the meal is due to start. Why are they sitting alone? Take full advantage of the valuable networking time before you must sit down. Once the meeting starts, you won't be able to mingle.
- **Don't sit by people you know.** Mealtime is a prime time for meeting new people. You may be in that seat for several hours, so don't limit your opportunities by sitting with your friends. This is a wonderful chance to get to know new people on either side of you. Sure, it's more comfortable to hobnob with familiar faces. But remember, you are spending precious time and money to attend this event. Get your money's worth; you can talk to your friends some other time.
- **Get active.** People remember and do business with leaders. Don't just warm a chair--get involved and join a committee or become a board member. If you don't have time, volunteer to help with hospitality at the door or checking people in. This gives you a reason to talk to others, gets you involved in the inner workings of the group, and provides more visibility.
- **Be friendly and approachable.** Pretend you are hosting the event. Make people feel welcome. Find out what brought them there and see if there's any way you can help them. Introduce them to others, make business suggestions or give them a referral. Not only will you probably make a friend but putting others at ease eliminates self-consciousness. A side benefit: What goes

Focus Guide: Networking for Entrepreneurs

around comes around. If you make the effort to help others, you'll soon find people helping you.

- **Set a goal for what you expect from each meeting.** Your goals can vary from meeting to meeting. Some examples might be: learning from the speaker's topic, discovering industry trends, looking for new prospects or connecting with peers. If you work out of your home, you may find your purpose is simply to get out and talk to people face to face. Focusing your mind on your goal before you even walk into the event keeps you on target.
- **Be willing to give to receive.** Networking is a two-way street. Don't expect new contacts to shower you with referrals and business unless you are equally generous. Follow up on your contacts; keep in touch; always share information or leads that might benefit them. You'll be paid back tenfold for your thoughtfulness.

If you implemented half of these tips you would see the effectiveness of your networking increase exponentially. Just think about all the new people and potential clients that you would meet. We go to several networking events during the month. Either together or separately. It is our experience that practicing **Tip #8- Be willing to give to receive**, is crucial to successful networking. Your thoughtfulness will always make a positive impression.

Sometimes It is About Who You Know

As an entrepreneur you want to make use of industry specific networking. For example, if you are trying to build credibility and authority in the health and nutrition niche, you may want to partner with someone in the fitness niche. Your association with a known expert can build your reputation and increase the awareness of your business.

Sometimes who you know is very important. Those important people can open doors that you never expected. Don't worry about using people. Networking is an accepted business practice. Some business people may wonder if you didn't ask for referrals. So, ask! Just remember, that when you are as important as they are, you will pay it forward.

Focus Guide: Networking for Entrepreneurs

It is good and smart, however to make it worth your networking partner's time and effort by offering them a benefit. For example, you could send them referrals or market their goods and services. It is all about helping each other. Pretty soon you will be the [recognized expert](#) and others will be eager to partner with you. You will be the star!

How have you used networking to help you build your authority? Has networking helped your business grow? Let us know about your experiences.

How to Be a Recognized Expert

Becoming an expert does not happen overnight. Being recognized as an expert may take even longer. But you can be recognized as an expert by following a few proven steps. These few steps allow you to build credibility, authority, and visibility. As an entrepreneur, speaker, or author you want to be recognized as the leader and expert in your industry. We buy from those who we believe to be authorities. Building your status as an expert will have a tremendous impact on your bottom line. It will also help you attract and keep clients. This post will discuss three steps you need to take if you want to be recognized as an expert.

Be a Leader

If you want to be recognized as an expert, then you need to see yourself as a leader. You first must believe in your own capabilities. How can anyone else believe in you, if you don't believe in yourself? So, begin with self-confidence.

You need to read, learn, and master your area. Become confident in your knowledge. As you gain new knowledge you will feel more self-confident and self-assured.

One great way to become a leader is to educate others. As your knowledge and confidence grows, you can create information products, publish books, and produce other materials. As you share what you know, the positive feedback will be a great confidence booster.

Having given hundreds of presentations over the years, I understand the tremendous benefits of positioning yourself as an expert.

Focus Guide: Networking for Entrepreneurs

Be Professional

If you want to be recognized as an expert, you need to present yourself in a professional manner. I don't mean you have to wear a suit and a tie! But you should make sure that you look and sound like an expert. For example, be careful with the language that you use. Whether it is talking on the phone, responding to an email, writing a blog post or other content, you want to use proper language. Don't fall into the trap of using jargon or tech talk. You want to be clearly understood.

Your photos and images should reflect your professionalism. On social media make sure that your posts are business related. Sometimes I like to share a few lifestyle posts. But make sure that any posts are congruent with the professional image that you are trying to convey. Remember to not over share. Your audience will look at your social media to see who you are. If you don't want them to see the pictures from the beach vacation, don't post them. After all, you are the expert. Don't confuse your clients or prospective client with a confusing image of who you are!

Be Honest and Humble

If you want to be recognized as an expert, you need to be honest about who you are. Don't take on a fake personality or persona. Learn to connect with people in a genuine manner. People are looking for authenticity. If you are not being "real," people will pick up on it. Additionally, it is very difficult to maintain a fake persona. Eventually you will get tired. Or far worse, you will get found out. It is far easier to be yourself.

Part of being honest about who you are is being transparent. You should strive to be honest about who you are and what you know. One excellent way of being transparent is to openly admit what you don't know. It has happened to me on many occasions. When I did not know an answer to a question, I admitted it and offered to get back to them with a response. It is much better to openly admit when you don't know the answer than to give an incorrect answer. I could see my credibility with the room increase, as I honestly handled a very difficult question.

Focus Guide: Networking for Entrepreneurs

Conclusion

With a few proven steps you can position yourself as an expert in your market. You may not be recognized as an expert overnight but by following these three steps you position yourself as a respected authority: (1) Be a Leader; (2) Be Professional; and (3) Be Honest and Humble. By following these three steps you set yourself up for lasting success.

To find out more about setting a solid foundation for your business success go to [My Biz Dream Team](#). We work with entrepreneurs, speakers, and authors to help them get visibility, credibility, and authority. We can help you achieve uncommon results!

NOTES

Focus Guide: Networking for Entrepreneurs

RESOURCE GUIDE

The Resource Guide lists the people, books, and products that make a difference in our business and our lives as entrepreneurs. These are a few of the resources that we use to build and grow our business. These resources can help you build your authority status.

Many of our recommendations are provided through an affiliate link. This means that we will be compensated and at least one of us has personally used each product, course, or training we recommend and that it has received our "My Biz Dream Team Seal of Approval." At no time, will you ever pay more, and many times we have negotiated a special pricing so that you receive additional benefits through our link at no additional cost.

Hosting Services

[Bluehost: Hosting your website](#)

[Blubrry: Hosting your podcast](#)

Books

Continual learning is the hallmark of a leader and entrepreneur. We are always looking for influential and inspirational books to expand our knowledge and awareness.

Kevin Kruse, [15 Secrets Successful People Know about Time Management](#)

Darren Hardy, [The Compound Effect: Jumpstart Your Income, Your Life, Your Success](#)

Grant Cardone, [The 10X Rule: The Only Difference Between Success and Failure](#)

Daniel Goleman, [Emotional Intelligence: Why It Can Matter More Than IQ](#)

Daniel Goleman, [Focus: The Hidden Driver of Excellence](#)

Michael Hyatt, [Platform: Get Noticed in a Noisy World](#)

[Reinventing You: Define Your Brand, Imagine Your Future, Dorie Clark](#)

Focus Guide: Networking for Entrepreneurs

Training

Dexter and Pamela Montgomery: [The Strategic Pathway to Success Program](#) This comprehensive program helps new online entrepreneurs avoid the massive mistakes that keep them struggling.

Dexter and Pamela Montgomery: [Special Report and Training Guide: The Podcasting Power Playbook](#)

Dexter and Pamela Montgomery: [Special Report and Training Guide: Build My Business Dream Team](#)

Connie Ragen Green and Adrienne Dupree: [Top 20 WP Plugins](#) This course takes the mystery out of WordPress plugins. Learn about the ones you need to add to your website to save you time and earn you money.

Connie Ragen Green and Adrienne Dupree: [10K Laser Coaching](#) Be a fly on the wall as Connie and Adrienne conduct private coaching sessions of their clients. Learn from the students' successes and avoid their mistakes.

Connie Ragen Green: [The Genius Hour Interviews](#) Listen to over 12 hours of interviews that give you invaluable insight into the minds of successful entrepreneurs.

PLR (Private Label Rights) Content

This is material created by others that you can buy and use as your own. You have full ownership rights. We typically make a few edits to make it sound more like us and then re-brand as our own product. It is a quick and effortless way to get ideas and product for your clients. Below are the people and products that we find most useful and recommend to you.

Ron Douglas and Alice Seba: [Elite Writers Lab](#)

Alice Seba: [DIYPLR \(Free Social Media Tips\)](#)

[Coach Glue: Grab Your Free New Client Kit](#)

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Affiliate Disclaimer: Many of our recommendations are provided through an affiliate link. This means that we will be compensated and at least one of us has personally used each product, course, or training we recommend and that it has received our "My Biz Dream Team Seal of Approval." At no time, will you ever pay more, and many times we have negotiated a special pricing so that you receive additional benefits through our link at no additional cost.

ABOUT THE AUTHORS



We are Pamela Montgomery and Dexter Montgomery, authors, entrepreneurs, and speakers. We are a married couple and business partners.

Our focus is helping new online entrepreneurs **achieve uncommon results** in their businesses and in their lives. We work to help new entrepreneurs avoid the massive mistakes that keep you struggling and feeling overwhelmed. Through our weekly teleseminar training seminar series, [My Biz Dream Team: Opportunity Wednesday Training Series](#) we discuss topics relevant to the new entrepreneur as you build and grow your business.

Focus Guide: Networking for Entrepreneurs

As online marketers for the past few years, we create information products, teach classes online, host a weekly teleseminar training series about online marketing, produce a podcast series, and mentor new entrepreneurs looking to get out of the rat-race.

Prior to starting our online business, we were a typical two-income couple living in the suburbs outside of Washington, D.C.

Dexter has over 30 years of experience in business and finance in the public and private sectors.

Pamela had over 30 years of experience as an attorney. During her career, she served six years on active duty as an officer in the U.S. Army Judge Advocate General's Corps. For 15 years, she was the chief spokesperson of a federal agency and responsible for the educational programming. She has made hundreds of presentations as she traveled across the country representing the agency at numerous meetings, seminars, and conferences. I (Pamela) just love to teach!

We were each working 65-70 hours a week in office jobs and wanted to find a way out of the rat race. By owning an online marketing business focused on helping other entrepreneurs and investing in real estate, I (Pamela) could retire from my office job.

Now we are just that much closer to fully living the life of our dreams. Pamela is now able to work from home or anywhere in the world.

We both love to travel and explore new and interesting places. Now we have more time for travel and to work with the non-profit organizations that we support.

Our Motto: Do What You Do Best, and Let Your Team do the Rest

We would love to talk to you about the issues that you face as a new entrepreneur. You can use the information below to contact us.

Focus Guide: Networking for Entrepreneurs

dexter@mybizdreamteam.com

pamela@mybizdreamteam.com

Or you can follow us on social media or respond to one of our emails. We would love to hear from you!

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