

# 5 Ways to Ramp up Your Visibility

## Monday Call, February 22, 2016

- TNL – February 23<sup>rd</sup> at 7:30 Pm CT at Mannatech Corporate Offices or [www.mannatechlive.com](http://www.mannatechlive.com)
- Mannafest April 6-10 Dallas Texas... Plan to be there - <http://mannafest.com>
- The Purge is complete
- Incentive Rules coming out this week
- Check out East Coast Tour – Flyer in resource library
- Updated Transform your Life presentation in the resource library

Article in Networking Times Today by Ken Williams and Ron Sukenick  
It's not who you know but WHO KNOWS YOU! Who knows you when they need nutritional products or a possible income source?

### 1. Become Fascinated

- a. Is this what you do at networking events: pass out cards and search for referrals? Stop it! When you meet a person, be their best friend!  
Ralph Waldo Emerson said, *"The only way to have a friend is two be one."*
- b. Listen. Ask questions. Let them tell you their story.  
Dale Carnegie was right when he said *"You can make more friends in to months by becoming interested in other people than you can in two years by trying to get other people interested in you."*

### 2. Tell Your Story

- a. During the conversation you will decide whether it makes sense to continue the relationship.
- b. Decision is whether you **connected** with the person...NOT whether they can be of service to you in this moment.  
How do you know? If you connected during the conversation they will ask about you.
- c. What is your story? BE READY. Whether it is your 47 second sound bite or something more elaborate.  
Always remember that your purpose is to help people get what they want...not expect others to give you what you want.

### 3. Connect, then Reconnect

- a. Once you connect, solidify it. Ask for a business card (even get them some referrals). Friend them on Facebook, connect on LinkedIn. Tell them how much you enjoyed meeting them and you can help them.  
Offer to help them...

b. Notice the important things that happen, and comment on them. Use social media to build on the friendships.  
Take advantage of those opportunities to reconnect.

4. Stretch your Comfort Zone.

- a. Many ways to expand your personal network...things you have not even thought of or tried yet.
- b. Join new groups or associations and build relationships. Meet up groups are great as well.
- c. Find groups you can speak for: Lions, Rotary, etc. They are always looking for speakers. YOU choose the topic.
- d. Do something amazing so you can add to your story.  
Your story gets attention when you start your story with "When I went skydiving..." Learn to take up something...skydiving, scuba diving, archeological digs, etc. *"Take life by the reins and have fun with it."*

5. Become an Expert

- a. Publish, speak, write articles and contribute to LinkedIn and Facebook groups. Get your name out there. Call in to radio programs. Start a blog.
- b. What is an expert? Anyone can write a book...pick a topic and become that expert. The internet and new technologies have busted the barriers that have stopped people from publishing in the past. Contribute regularly to get your name out there.
- c. Problem: how do you get visible without seeming self-centered? Stay focused on other people and their needs. Again, keep your name out there, stay constant with the exposure so people think of you when they are looking.