

## **Module 6: Social Circle Secrets For Success**

### **Social Circle Secrets For Success**

#### **Secret #1 - What to do if you HATE networking?**

### **Social Circle Secrets For Success**

Ladies let's talk networking. And there is a reason to why I keep mentioning networking in all my materials and why I had incorporated networking in my first course. And now also in my second course, networking is something that we cannot escape whatsoever, regardless of our lifestyle situation, regardless of our social class wealth, where we'll live, where we come from, nothing of that really matters because the way life on earth works is that we have communities, right.

And when we are in a community and when we want to foster a community, we have to interact with other people and interacting with other people. That means networking.

I know I mentioned networking by its word networking. And sometimes people find this word to be a little bit uncomfortable because a lot of people have associations with this word, that networking is something you do for business. Isn't there something that is a bit rigid of a certain level and something that has to be very formal.

But I want you to understand that actually networking is something that all of us do every day subconsciously, and we do it on autopilot, but there are good ways to network and they're even better ways to network. And that's exactly what we will be covering in this module, because I want my elegant ladies and especially my elegant ladies who really wants to become women of the elite. I want you to really be top performers when it comes to networking.

And why is it so important for me truly ladies it's because you've heard this cliché before your network is your net worth, but what does that actually mean? Well, it's a simple, as it sounds, your network is actually a big asset to you in your life. You can actually leverage your network, the bigger network you have, the more opportunities you will have in life, the easier left will get for you.

The better things you will achieve, the higher rate for success. Yes, you will get if you have a big network. So how it works is that okay?

I think we all know how life works. If you know somebody, you will always have it easier somehow because people like to help each other. It's our natural instinct.

As we are animals, we have this herd mentality happening, meaning that we watch out for each other. Networking is not about just taking it's really about receiving and giving. And we will be of course, talking more about that in this module.

But I want you to understand why networking is so important because it's a major investment that you can do in your life. Because especially we're doing this course of a transformation. We want to do a personal transformation. We want to elevate our life. Now all we really going to be able to elevate our life with zero help from other people.

No life on earth does not work like this. We need other people to help us no matter what our goals are. It doesn't matter if you're here for social goals. If you want to just improve your career, if you want to meet a partner, whatever success goal you might, you might have.

You have to understand that you will be needing to interact with other people to be able to achieve those goals. That's why I really want you to take this chapter seriously, because I know a lot of you fear as soon as networking becomes the subject. I know, and be honest with me here, and especially be honest with yourself, I'm sure a lot of you are probably procrastinating a little bit around networking. Come on.

The reason why I say this is because I know that networking is an uncomfortable subject because it's one of those things that we do that really forces us to get outside of our comfort zone.

I'm going to explain the psychological reason for that because the more you understand the psychological reason, the more you will be able to be aware of it. Whenever you start having these feelings and the easier it will be for you to correct them, or maybe not act upon them, let's put it this way.

One of the biggest human instincts, and this is what we have from our primal days of having a herd mentality, we cannot stand rejection. Humans become very alert. If there is any form of rejection involved, you probably know this. If somebody didn't call you back, or if somebody rejected you, maybe a man rejected you, maybe a friend rejected you, maybe a job rejected you. You know how that feels.

And sometimes even if we didn't want something, but something rejected us, we really become triggered by it because it's our, it's this primal instinct that gets awakened, I guess like triggered because it's something that we've had for so many millions of years, purely there for survival reasons, because what happens if the herd rejects you, you have a lower chance of having a survival rate.

So it's about your own survival, right? However, life on earth doesn't look like this today. So this psychological instinct is not really serving us on the contrary. It's actually ruining it for us because in that working this fear of rejection gets triggered a lot. And that's what usually keeps people within their comfort zone and usually stops people from seeking out new people or approaching new people and so on.

And this is really limiting because you are missing out on a lot of opportunities this way, but sadly, a lot of us function this way and I do too. So I know this is not something that is really that easy to overcome, but I'm also going to share with you the fact that I myself have gone from being a total introvert to actually being an ambivert today. So what is an ambivert? And that'd be word is somebody who is partly introvert, partly extrovert.

Originally. I was not like this. I was very introverted, but I was able to actually develop my people skills. And I really learned the art of becoming more social. And I feel like I've done a big journey on, on networking in general. My life has not always looked the way it does in terms of socially. I was bullied in school. I didn't have any friends in my early days, but I was forced to expand my network. And I really did go outside of my comfort zone. And it's true. You end up really growing those layers of confidence that networking requires from you. And in the end, actually you started developing social skills, which I did. And that's how I became an ambivert. Even though I still am an introvert in my core. But these days I'm able to actually flex between being an extrovert and being an introvert.

So like this, my life doesn't get hindered because I'm a Vedanta social from time to time. So just as an FYI, if you're an introvert, please do not skip this module because this module is as applicable to you as it is for all my extroverts out there watching. Now, one of the things I really want, all of you to understand is actually that networking as a concept, it's pretty simple, like ridiculously simple. It's actually funny how we are going to go deep on the subject in a whole module. If we think about how simple it actually is, because what is networking, really? If you think about it, what is it? It's socializing, it's being friendly. It's talking to people, it's listening to people. Well, it's basically what we do all day long every day, like I said on autopilot without really paying too much attention to it.

But we are over-complicating it because as soon as we realize that, actually we need to step up our networking game because we want to achieve more success. We have certain goals where networking is crucial for meaning that, okay, I need to really make an effort here. But as soon as we understand that we need to make an effort. All of a sudden networking feels like this really big, massive cloud and so complicated. And Oh my God, I'm not going to be able to do it. And this is really where I want you to take a deep breath

And understand the networking is actually really easy and really fun. If you just get yourself out of your head and a well, I'm going to actually explain in this module exactly how we're going to go about this. So that networking doesn't work, feel like this horrible, horrible thing that we just have to do and just to get on the web. And so on one thing that I want you to promise me, however, because I have promised you that you will be able to have results from this course, because I know that this formula works, but this formula is not going to work. If you do not, do not even little bit of effort with

networking, meaning that you do have to dedicate some energy. You do have to dedicate some time and you might even have to invest some money to this and money. I'm not talking about a lot of money.

I'm just talking about being able to buy yourself a cup of coffee outside once a week, or once every two weeks, something small, whatever you can afford at the stage, you do have to invest at least something in networking. But I will explain this a little bit later, but I want you to really promise me that you do this because if you are just going to stay in your comfort zone, be all cozy.

They're behind the screen, then I'm sorry ladies, but there are certain goals you won't be able to achieve this way. I'm sorry to give you some tough love here, but unfortunately I see a big problem with some students in the past and also a common thing. Even in people that I meet in my, in my daily life is that a lot of people are wondering why they're not getting or achieving certain results.

And the why kind of life is standing still when they're not prioritizing networking. And they do absolutely no effort in that area. And this is, again, ladies, if you don't do this, you are going to have limited results after this course. But if you do this chapter and you really make an effort and you do this continuously over a longer period of time, your life is going to change.

That is guaranteed. It's going to go for the better you are going to be able to achieve your goals. If you really put in the work, I personally love networking these days. I used to be an introvert, but now I just see networking as a fun thing as me being out and about being social, enjoying, meeting, new people, enjoying listening to people's stories. And wow, it's actually really interesting to hear all kinds of different experiences and backgrounds and people's knowledge.

Like you have access to people's knowledge and so on. And I just really feel excited whenever I'm able to meet new people. And I love networking these days, even though, of course, there are times when networking does not go very well, or maybe you get, you get, or you feel a little bit rejected, but those times are actually so rare. It's almost never happens. So I really want you to take away from this module.

The fact that needing people and establishing friendships is actually something really positive. And it's not something that has to be like this horrible must, but I think actually you will be able to learn to enjoy it. And you know, what's interesting is that once you learn to enjoy it, you're going to become so good at it. You will wonder what was your issue from, with networking from the very beginning.

And you will also realize that the reason why you became so good at it is because you simply took the edge out of networking and you stop being so much in your head and you actually just started to go with the feeling and just relax and just enjoy it and just, you know, take it as it comes. It doesn't have to be perfect. Yes.

There might be times when things are not going well, but you know what it's okay, because everybody goes through it and everybody in the end of the day knows how it feels when maybe things are not going well. So there are a few times where actually somebody will be truly rejected or truly treated in a not so nice way. Those really are rarity. So I don't want you to feel that there's actually that much to feel nervous about or uncomfortable with.

It's really just that fear of rejection that is spooking with your mind that you just need to become aware of, because once you become aware of it, this is going to be so much easier. Also, another thing that I want to mention to take the edge off a little bit is that people think that, okay, if I'm doing this transformation, now I need to be a hardcore networking from now until the day I die. Of course not. You can choose how much you want to network and when and how so. The way networking also works is that we fluctuate in our intensity of it. Plus certain goals require more networking and certain goals. It doesn't require as Intel's networking. I'm going to give them myself as a perfect example. So the season I was in before meeting my partner and before setting up my business, I really needed to network a lot.

And I was doing it actually quite intensely for many years. Why? While, because my goal was to find a partner and find a good one. And also of course my lifestyle goals require that because I wanted to be out and about. I wanted to be invited to fun places and events. And of course I wanted to expand my social circle to have good friends who can hold you back. And of course, to have people in your

life that you can do fun things with. So before I met my partner, I was networking so much. I, well, I would say I was networking quite intensely during my almost entire twenties. As soon as I left for Italy, when I was 19, of course, that forced me to really get outside of my comfort zone because I moved to a country where I didn't know anybody. So of course that means you need to make friends ASAP, which I learned how to do now.

However, my life does not require such intensity of networking from you. The reason for that is I have built up pretty solid network. So I'm good. There's no stress to add new people to my network. Of course, I still do it because I love meeting new people. And I love expanding the opportunities that I can get, but I found my partner, I set up my business and currently my life requires my full focus to actually be on my business. So now I'm networking less. It works fine for my lifestyle. But of course, I know that when I moved to another season of my life, maybe I will have to switch on my networking again and network much more intense. Let's say I want to expand my business and find a business partner that maybe I will have to really start networking much more intense than before as an example.

So really understand that you can't take breaks from networking from time to time. You don't have to always be as proactive as I do suggest that during this transformative period that you really take it seriously and you really invest time in it, then of course you can structure your networking depending on your goals.

Now, a lot of women, funny enough, like to escape from networking by saying that, okay, well, I actually haven't achieved my full transformation yet in particularly my physical transformation. So I, I don't feel ready to start networking just yet. I'm going to start networking as soon as I feel like I have upgraded my looks because that will give me confidence and so on. No, no, no. That's we don't do ladies. You start networking today, no matter where you are in your physical transformation, no matter how much weight you need to lose or what beauty procedures you need to make, it does not matter.

I don't care about your wardrobe right now. I don't care about your finances. You have to start networking ASAP. And why am I saying this now? I do understand that if you do have certain specific goals that require you to be on a certain level, then of course it might be difficult for you to actually mingle with that type of group of people. But I want you to start small. And I want you to start today because what happens is that usually in networking, we climb a ladder like really social climbing is also called, but I think social climbing has a bit of a negative connotation to it. So how it actually works is that when we are kind of in the beginning of our networking journey, we start small and we get to know certain individuals. We usually don't end up immediately meet the biggest fish that's out there.

You know, it's natural that our confidence doesn't really make us feel confident for that. And usually people end up meeting certain people that it's somehow easier to digest. And then you naturally evolve and you, and you basically just climb up the ladder with more advanced people with more status people with higher status people and so on. So don't think that just because you're starting out in the beginning of the ladder that you already have to, you know, be ready to speak to the big fish, no, start small, start getting to know people who have similar interests. People who maybe are doing these type of activities that you want to be doing.

People who live a certain lifestyle or people who may be have connections, but maybe are not the most connected because usually people who are the most connected or a little bit higher on the ladder, perhaps people who have a little bit of status, but not very high status, start small and start feeling comfortable with those people that you get to know, if you, one of those lucky ladies who are very comfortable in your own self, and maybe you are able to immediately jump ahead and feel really comfortable with the big fish, even though you haven't personally upgraded yourself fully, then do it as well.

If, if you want, for me, the most important thing right now is that you actually get to know this kind of group that you want to be surrounded and kind of the people that you want to get to know. I want you to feel comfortable and at home in this community where you want to network.

So that's why I'm saying start small. I don't care if you are not fully transformed yet. It does not matter

what Maris is, is that you start getting experience and that you start slowly growing your network. So I just mentioned that depending on your goals, you will need different levels of networking. And this is really true. Let's say you want to become the next socialite. You really want to get into the toughest circles. Of course, you're going to be needing quite advanced and networking skills. And those good news is that actually you can develop that, but you know, you need to practice and put in the work, but maybe you have no plans of becoming a socialite.

Maybe you have smaller goals in life. So that will, of course not require you to go all in with advanced networking skills. So just something to think about this is why we actually need to define your big, why, why you want to network. What is your goal with networking? I mean, besides the obvious to meet people, but why do you want to meet these people? You need to really define your goals that you know, what direction to take so that you're not wasting any time. You also need to be really aware of what type of people you want to meet for what type of purposes, because you have to be clear, correct? So clear on the goals with the connections that you want to make. Let's say you're in a season of your life when everything revolves around business, and you're just focused on meeting new potential clients, obviously that is going to be, be your big why, or maybe you're in a time of your life where you're looking for investors or maybe new career opportunities, or maybe you don't have any business goals at all.

That's the last thing on your mind, maybe you have social goals. Maybe you feel like you don't have enough like-minded girlfriends. Maybe you don't have a BFF. Maybe you feel that you just want to expand your social circle diaries so that you have more things in events happening in your life. So these are just some examples, but this was an example to why you need to define your goals, because it's going to really open up the pathway forward for you to take. I mean, you can go in networking, all kinds of different places, but what for, isn't it better for you to go in network exactly where you will have results for your goals? All the networking that I will be talking about in this module is of course networking that will be suitable regardless of what goal you have. Yes. I'm talking about general networking, but I'm talking about networking from a perspective of an elite society, elegant networking skills and networking skills that actually going to give you return on your investment, especially when you are focused on goal setting, whatever goals you might have.

Now, before we move into the actual action steps of networking, I want to talk to you about the last point. That is so important to really understand, because now we're just preparing ourselves for networking. We preparing our mindset, we understanding what's going on and maybe why we feel the way we feel, because this way it will be easier for you to open up yourself and getting out of your own shell to really take that step forward and actually have the courage to take action. And this is the thing that many people, they actually hate networking. Like I said, and like I said is because majority of the times is fear of rejection, but there are actually a few other reasons as well. And a lot of people think that they're just not good at it. And a lot of people think that you are born into being a good networker, which is it's really not the case because I've done a lot of research and studies on this.

And actually people are born as clean slates when we are children. But then when we are being formed by our upbringing, by our society and so on, we become a little bit depending of our surroundings. So some people are lucky that they had really good role models who were maybe extroverted or social. And that really gave them the confidence of being good networkers. So those are actually the people who are become really good at networking naturally. It's not because they were born into it. They just really had role models around them that prepped them for that. And usually this all happens subconsciously. So if you are not that type of person, if you feel that you were born being really, but in that working and that you are really socially awkward and you do not know how to use it and go about networking, then you have to really understand that it's normal because probably you just did not have the right people.

Or you just did not go into that energy at the certain time in your life that prepped you for it in the right way. But don't worry because you know, but I think by now you all know that anything is possible is my motto and networking skills is something anybody can develop. And you're going to develop this with me here. I know also a lot of you feel that besides the discomfort and besides that for some networking feels intimidating, but all of those things again, and go back to fear of rejection, goes back to us feeling that we're not good at it. A lot of people feel like networking is just too much effort and they can't be bothered. And they made me feel lazy and so on. And so, so many of us feel

like it's so overwhelming. They panic. They don't even know where to start, where to find right.

People and events. But don't worry about that because that we're going to go through in this module. But I want you to understand that if you feel like networking is too much effort, you have to also understand that from a psychological perspective, there's a reason to why you feel this way. And the reason is, again, there are subconscious reasons in your psyche that wants you to feel comfortable. That wants you to not step outside of your comfort zone, because maybe that is danger. Maybe you will face rejection. And so on our primal instinct gets, and that's why we feel lazy. That's what we procrastinate. That's what we feel like. It's so much effort. I can't be bothered, but she know what I've learned from my years is that you can actually just do it. I know the more you stay in your head and think about it, the less you want to do it, you know, it's exactly the same feeling we feel about going to the gym.

The more we think about how we don't feel like going to the gym, the less we are ended up going to the gym and the less we feel like it. And the more difficult it feels and the more lazy we feel. So you just really have to snap out of this mindset, truly. It's really about snapping out of it. It stops thinking so much, stop overanalyzing, overthinking it and just start doing it without thinking like this, you will actually notice that it's actually not that much effort. It can be a really fun thing. It's not overwhelming. And you can actually have such a good time with us. That from being so much effort, it turns into being wow, such a joyful ride, but it's all about how you look at it. You really have to that. It's a mindset thing. It's just here. It's not real.

It's just an illusion. If you go into this with the mindset that this is so easy, this is so much fun. I am amazing in networking and the world is my oyster. Anything is possible. If you go in with this mindset, you are going to become probably one of the best networkers in town, because really that's, that's the secret formula behind them. Remember that? I said that you have to still get outside of your comfort zone if you want to become good at networking. And that's unfortunately not something that we can change because we have all these ghosts in our heads. You know, the ones who spooks around with us and makes us believe all kinds of things that are not even true. Now, your mind will all the time be tricking into you, trying to make you stay as comfortable as possible. And you will stay away from networking for that reason.

But there is a hack for this because if we start telling our mind, actually, you know what, I'm okay with feeling uncomfortable, actually bring on the discomfort. I want to embrace the discomfort. I'm going to enjoy the discomfort. I know perhaps that he might not be pleasurable always, but it's okay. I'm going to get through it. People get through it on a daily basis. If they can. I can bring on the discomfort. I don't mind. I know the payout is so big that it's going to be worth. It is going to be worth it. Then this short time of discomfort that I'm feeling while I'm growing this layers of confidence that I will develop as a result from going through this discomfort and being outside of my comfort zone. I hope you're following with me what I'm talking about because the secret trick to actually have success with this is when you embrace whatever uncomfortable feeling that may come with networking.

If you stop fearing fear of rejection, if you stop feeling insecure because you're not good at it, or whatever discomfort you might have spoken in your head, you're going to notice that it's going to be really easy for you to get through this. And you're going to notice how majority are just obstacles here and then the minds. And it's going to be much more enjoyable for you. The networking process than it currently might be feeling right now. I want all of you to create a positive narrative around networking. You have to see networking and relate to it as something good. So think positive. Those who fear rejection. We are going to be exercising together where we do not care about rejection anymore. You don't. Why because 99% of the times, you're not going to be rejected. So if you do a calculated risk analysis, and I know some of you, ladies, you work with things like this, understand that the odds are so small for you to actually face real rejection.

And if by any chance you face rejection, what is it? Actually, you will feel discomfort. Yeah, that is true because our instinct doesn't like rejection because of this herd mentality that we have. So you're going to feel temporary discomfort, but it's going to last a very short time and that's it really, that's all it is. That's all we're fearing. We're fearing this few seconds, maybe 20 seconds max, or maybe, I don't know, a minute of uncomfortable feelings that are connected with feeling rejected. But if you

prepare yourself mentally for it, if you embrace and you say, you know what, it's okay. If I get rejected, we all get rejected from time to time. It's normal. It's okay. I'm not going to let this fear hold me back. I'm going to embrace it instead. And I'm going to welcome it when it actually happens, because that way I'm going to enjoy it more than if I'm just like being scared of it and feel super awkward and just trying to push it away.

And you know what? This is the secret sauce from the top of networkers. They don't fear rejection. They're not afraid of it. And when it happens, they take it with a little laugh and it's fine. Now, does that sound easy to you? Well, ladies, the truth is it's easy, but it's also difficult in the beginning when you're not used to it. And when you're thinking too much about it, but if you really start practicing these things that I'm telling you right now, you are actually going to see that it is easier and it gets easier. The point here is that it's really important that you relax yourself. You get outside of your mind. Cause right now a lot of you are really stuck inside your heads. And we really need to start working on that. Creating this positive narrative of networking is definitely going to help you with this.

It's also going to help you relax. And if you feel like networking as a word feels very intimidating, then maybe just use another word for it. Like make friendships or meet new people, try and focus as much as you can on the positive instead of the negative right now. Because the more you think about the negative, the more you're going to feel that this is too much and it's too much effort and you can't do it. And so, and so you also need to be aware that probably you're not enjoying networking so much right now is because besides the fact that you overthinking it massively, you're also lacking enough experience in it. And you're not having the right experiences that gives you this confidence that you really need right now. But don't worry because this confidence is going to come to you once you started doing this.

And once you have more and more positive experiences with networking, when you start feeling that you are actually good at networking and believe me, you will, if you relax. And that's why it's so important for me to get your prepped for the relaxation, for stepping out of your head for looking at networking, that you really enjoy it. And that you're going to have a good fun with it. You will start notice that as soon as you change this attitude, your networking skills are going to improve dramatically. And as a result, you're going to actually have much better results. And that's going to give you loads of confidence. Now, lastly, ladies, I want you to start study any bubbly people, extroverts, any people good at networking, who you have in your life. They don't have to be people of the elites or anything like that. They can be regular people, just try and study them, try and mimic them, try and study them and analyze a little bit what they do, observe them and see how do they do it.

And you're going to notice that the more you spend time with these people and you start actually analyzing them, you are going to start mimicking them more and more. And that's really important here because we want to almost like borrow their energy. Not actually really take energy from them, but I'm saying that we want their energy to transmit and inspire us so that we can mimic them a little bit and improve ourselves with the help of them, having them as our teachers, as a role models. And when you start doing this, you're going to have so many good real life examples. So this whole transformation will go much faster for you. And that's really the goal here. Now, ladies, that was it. Now, you know how to stop hating networking so much because that is doable. You can actually learn how to enjoy it and how to have a good time with it. So as we have laid this foundation, I am so excited to continue to the next videos because there we're going to take action. And I'm going to tell you exactly what to do to have success with networking, because we're going to become networking pros by the end of this module.

## **Secret #2 - How To Make Likeminded Friends**

### **Social Circle Secrets For Success**

So how do we expand our social circle and how do we meet like minded people to become friends with? First of all, we need to understand our goals. Did they require business networking or do they require more social networking? And I'm not referring to social media networking. I'm talking about surely to be networking, not going to really go into a business networking because the reason for that

is there are so many resources everywhere about business networking. Actually, if you start looking around for books and courses on networking, you will, you will notice that majority of these resources are for business purposes. So that's why I don't really want to go that direction. Because if you want that specifically, you can find that resource elsewhere. However, I know that social type of networking, we don't always find as much resources for it. And social networking can actually even apply for business networking.

So a lot of the times, if you're looking for clients or investors or new career opportunities, you will be able to find it in your own social network or when you are socializing just regularly. So you don't have to actually do the whole business networking. So that's why I feel like less focus on social type of networking in this module, because that's going to be applicable for everybody now, socially, what type of friends do we have and what are we looking for in this video? I'm actually going to go through how we find like-minded female friends, how we find likeminded, male friends, not potential dates, but male friends. And I'm also going to cover couples. Cause if you are in a couple, you might want to know how to find other couples. Then there are generally friends. So we have acquaintances, we'll have party friends.

We have friends, we have BFS. We have just like friends in general connections. Let's put it this way. I'm going to talk about how to meet these people. Generally speaking in the next video. But I want to actually start talking about how to meet like minded women, because I know this is one of the biggest pain points out there because it's actually quite hard sometimes to do so. But finding likeminded women is actually one of the best investments you can do. Now, why is that? The reason is ladies women are much easier to network with and women are more inclined of wanting to build a community and foster a community than men. Men are great and networking too. And we will talk about men in a second, but what man, it can also be a little bit complicated sometimes. I mean, surely can also be complicated with women, but other women are going to offer you some have a little bit more opportunities, especially if you find women who are not competitive you, and that's why they become the best networking investment.

If you are not competing against each other, if you're holding each other backs, you're supporting each other, you are not backstabbers. You find some decent women to be friends. You're going to see how you're going to actually benefit a lot from them while of course at the same time, help them in return. Some of the reasons to why women are such a great investment is because we can offer a different type of emotional support to each other. And the emotional support that we don't always get with men, male friends, I'm saying many women are also actually more open to connect with each other because we know that it's important for us to have a wing woman, especially if you both don't really have many wing women to have by your side and the women do need each other. It's, you know, that's why female friendship is so still so incredibly powerful, although it can become a little bit complicated.

Sometimes I think it's important to make sure to avoid any complications is to really see who seems genuine. And you can oftentimes see this. If you are switched on, you know, with your little subconscious analysis, your subconscious can actually pick up on certain signals where you can see if somebody's being not fully themselves, not fully honest, somebody who has traits, where they might be deceptive or lying or backstabbing or jealous or competitive, and you really need to stay away from all of those qualities as soon as you see warnings for it. And though they are validated warnings, not just you're being paranoid. You need to really start maybe looking elsewhere for a female friendship, because the more you're going to get involved with somebody who is jealous, who is a drama queen, who is, I don't know, what else do we have jealous competitive drama queen troublemaker.

There there's all kinds of toxic female friends out there. You have to really stay away because it's never going to really lead in a positive direction. It might actually end up sabotaging your journey. So it's really important to be aware from the beginning to not be paranoid, but just be aware if you picking up a certain signals, some people call it intuition, but we can also call it the subconscious pickups on these things. I also think that it can be clever to be flexible. So the more flexible you're able to actually be specially around women, the more you're going to see that is going to be easier for you to be friend, all kinds of different types of women. Sometimes you end up meeting a woman who is a really good resource for you. She's highly connected. She's somebody who can really be a



mentor for you.

She's somebody who can really open up doors for you. Now, sometimes women like that might have more status than you and it's normal. And you have to understand that when you're dealing with people who have a bit more social status than you, you cannot compete with them and you cannot try and be better than them. You really have to adapt. And I know this may sound a little bit crazy for some, but it's important to sometimes tone down your own presence so that people don't see you as a threat. And why am I saying this? And I'm not saying now that you should be a doormat or lose yourself, don't be yourself or anything like that. I'm just talking about something very subtle, like tone down, maybe the provocative you, or the loud you, or some sides in you that you might have, but that might not be serving you in certain friendships.

And this might not be like a BFF type of friendship. It might just be like acquaintances, friendship or social friendships, but it's important to have that flexibility. And especially with women, you see it because when you are able to actually adapt a little bit to different types of people, you're going to be able to reach a larger amount of network. And what does that mean? It translates into you having more access, which is what we want. And the more access you get your own social status are going to also rise. We'll talk about that in a second. You're going to understand that your journey is going to unfold better and faster. So yes, it might sound like you have to actually tweak some things around, but you also have to understand that naturally we do it sometimes even subconsciously. So it's not something that is a crime.

And again, and it's not about becoming a doormat. It's about being clever and being strategic. And that's what we talking about with talking strategies. Right now you will come across women that you will see how they are a big resource to you. Women who might be quite far ahead on their journey, women who have more connections, more status, more, this, more than you. And you know that this is a really great mentor or contact.

Another important thing is to of course, find like-minded female friends who have somehow similar goals to you. You might not want to have somebody who has identically the same goals as you, but sometimes even that happened. And we can't really avoid that, but it is important that if your goals are related to elegance and affluence, then you want to start investing your time in women who are on that path or have this type of interest. Because otherwise, if, if you have these interests and you're going to spend your time and effort, networking with women who are totally different from you, then that's going to be a little bit waste of time because what's going to happen is that you're going to tap into their network, which doesn't really anything to do with your goals. Should you have prettier girlfriends or should you have girlfriends that are less attractive?

Now, this one people will have different opinions about, but I do really recommend you to actually have girlfriends who are somehow Goodwill or better looking. Now, my answer is actually going to be that you can have both because both serve of course, different purposes. If you have women who are less attractive than you, then of course, whenever you go out, you will get all the attention because you are going to be the most attractive in the group or in the, in the friendship. But that's also going to have negative drawbacks because that's going to give you less access. You might also encounter competition or jealousy from that female friend or feeling somehow that your superior and that might become a conflict as a result. So that one can be a little bit negative. Actually, I do recommend to have female friends that are somehow on your level.

And if there are more attractive than you, then I really think that you should see it as something positive because people who are attractive, they have more access. I don't know why earth is created this way. And our society is like this, but this is the way it is. I'm sorry to say, I did not invent this. I'm just a messenger, but actually equals and assets. And that's why we do a lot of work in our physical transformation, because we want to be as beautiful as possible. Not only to feel beautiful and feel amazing with ourself and feel all that great confidence. But actually we understand that our beauty becomes a valuable asset to us and ends up opening up doors. But that doesn't mean if you're not a traditional beauty that no doors will get opened for you. Although of course not doors get opened for people.

Not only because of beauty, there are other things that open up doors to that we will talk about. Then going back to meeting these female friends, the, how do we go about this now? Luckily for you, I

happen to be the leader of an international community of women who are interested in affluence and elegance. And if you want to meet women like this, then I will truly recommend you to start looking within my community because I happen to be the person in this world who actually sits on the biggest online community for this. So by you being in school of affluence, it already gives you a big jumpstart. Really? And I have been working so hard to actually develop networking as a form of feature in my community because I know how important it is to have wingwoman. And in my community, I do have women who all have all kinds of experiences.

You have the really advanced ladies and you have the beginner ladies too. And I don't think necessarily you have to only socialize with advanced ladies. There are actually many good things that will come out. Even if you hang around with other people who are in the beginning of the journey, maybe you are an advanced leader yourself. You might actually realize how you can benefit by having some beginner friends that you can mentor and that you can take under your wing. Now we have a private group for the students of this course. I want you to definitely socialize there. I also think that you can explore other possibilities. It's actually very comfortable to network online. We face less rejection when we don't have to actually physically be somewhere and potentially be rejected or let down. But it's online. You also have apps. You have apps like Bumble BFF, you have, apps like Friender like Vina, Realu. You also have Facebook groups, like I mentioned, but Facebook groups are a little bit harder to network in. However, since I have been running now my free Facebook group for so many years, I know so many of women who have used these groups actually meet like minded women, even become best friends, even go traveling with them and so on.

So you really have a wide opportunity to just to network online. Plus I've spoken about a lot, how you can use Instagram for networking. I use even Instagram today for networking. Even I use Instagram for networking, although I'm now a public figure, but truly you can use and utilize your own profile by finding like minded women who might or might not have a big following. Usually I would say it's almost easier to meet people who do not have a big following and become friends with them. How you become friends with them is simple. You start following the person, you start giving that person engagement on their profile. Let's say the person is uploading pictures. Once in a while you like them, you leave a comment. Maybe that person is uploading stories. You react to these stories. You comment on these stories and then ultimately you want to start communicating over private messages in DMS.

And that's really what I recommend you to start doing. Start communicating like this with women that you feel seem like they have something in common with you, or you have the same type of interests or maybe goals. And you will see you actually be able to meet a lot of people. A lot of women like this from online, and this is really easy with women. This is not as easy with men because men are not really hanging out in Facebook groups necessarily, uh, the same way women are. And they might not necessarily be so easy to find in the Bumble BFF for Instagram and such such, because like I said, women are more prone to foster communities. So it's easier for us to network with women. Now, lastly, on the online side, you can also attend meetups. So there is a site called meetup.com and it might offer you high level people.

It might also offer you a bit, uh, other types of levels of people, but you know what, you'd be surprised where you can find, and I wouldn't want to be too selective, especially in the beginning. In the beginning. When I started my journey in London, before I met the girl who introduced me to many people, I actually used meetup groups and I met a few people like that. At least I have some people to go out with and, you know, get the ball rolling. So even the meetup groups can be a little bit different depending where you live, you will be surprised what you can find there. So really go in and check what's happening in your city and what groups you can be part of and start going to these events. The more events you attend, especially networking specific events, the more people you're going to meet.

And I've done a lot of that. So I'm really speaking from experience. And I can tell you that when you put in that effort and when you actually do these things, you are going to meet people that is guaranteed. So you see ladies, you have a lot of opportunity to start networking online just behind your screen, not to have to face rejection and be super comfortable where you are right now, but you need to take that action and you need to start doing it now ASAP after this module. But if you want to also meet women offline, not only online, then that would definitely say that you have to start

networking everywhere you go. And actually next video, I will be talking more about networking everywhere you go. But with that, I really mean more like where you go to the gym. Whenever you sit in a cafe, when you go shopping, when you in restaurants and bars and nightlife, clubs, travel, I don't know, wherever you go in your life, whether it's your daily life, special occasions, maybe even work life always be on the lookout for a fellow interesting women.

And when you add being able to going to it, seeking out these people, finding maybe common things to talk about, maybe icebreakers, we will talk about icebreakers later when you start doing it with women and you have your eyes open for potential, you know, interesting people to talk to. You're going to see how you're female network is going to actually expand the flying. I have met also women offline. I remember in Italy, I was standing on the bus stop waiting for my bus to go back home. After I had been in language school all day, and I started talking to a girl, the bus stop, and we became friends and we changed numbers and we ended up becoming actually quite good friends during my time in Italy. So you would be surprised what can happen if you actually just start networking like this in your everyday spots and start seeking out women this way.

Now let's talk about friendships with men. First of all, can women and men actually be friends or is there always a risk of somebody wanting something more? And usually the man? Well, yes, fortunately there's always the risk that somebody wants more and it does happen that it's oftentimes men that have their urges going for them and maybe wants to be intimate with a woman or maybe think that something can happen between you two. But I show you'd be surprised though, that still, I would say there's a lot of men who are also just wants to be friends with women. And I think that there are some strategies that you can use if you feel like there is a potential element from the opposite sex that he might actually see you more as a potential lover or a companion or a potential girlfriend. Then I really think you should be positioning yourself quite clearly from that very beginning, that there is no romance whatsoever in this friendship.

And a lot of women, how they do is, is that they really emphasize on the kind of buddies, you know, let's be buddies right now. And maybe some of them yes, up acting a little bit more masculine with the type of man that they want to just be friends with. So they reduced their femininity. They don't end up flirting and kind of being in their sexual element of feminine elements. How you might be times if you're actually interested in somebody, but obviously always all of course, always very subtle. Um, if you are acting a little bit more like a tomboy with them, it's also kind of a way of showing that there is no Romans here. I just want to be your friend. And I just want you to see me as your friend. So it's like a little discreet way of kind of putting them off by breaking all the rules that usually women set with men.

So this strategy would be, let's say you meet a man that you want to be friends with. Don't want them as any partners or romantic lovers of any kind. But you might see that actually this man, he's a great connection here. It seems funny, perhaps he seems nice. He has a great network. He can be a good use for you. Then ask for his number, contact him first. Usually a woman who is interested in the man would never do such a thing because it just goes against the principle of the man being the Hunter and being in his masculine energy. It's truly okay for you to do this with male friends. Believe it or not act more with your masculine energy is going to really set the tone. Of course you don't have to start pretending like you are a man and start, you know, being buddies in the same way.

Like they are buddies among each other. I'm talking about a very subtle thing. So you can still be a woman and be feminine, but you don't kind of go all in into that energy. That the way perhaps you would be doing, if you were interested in the man, but what would these men benefit by being friends with you? If they can't hook up with you? First of all, if we think about who we're talking, talking about right now, I'm talking primarily about elite men, affluent men, men where are socially connected with other people, men who are open for female friendships because they are looking for fun people for entertaining people and potentially somebody who will also has a good network of attractive female friends. But it's important to be drama for you because one of the things men really don't like with women is the fact that we like to bring a little bit of drama.

Sometimes men are not usually as dramatic as women can be because they're a little bit less emotional and more rational whilst we act more in our emotions. But if you can kind of disconnect from that and be more easygoing, boom, be more flexible. Well then you're definitely going to be a

good candidate as a female friend. And then the other thing that I know a lot of affluent men, they like because a lot of people like spending time in groups, they like organizing group dinners, group events, group travel group things, because it's fun. It's fun being sometimes more than just two or three at a time or four, you want to actually be a bit more. And when you have access female friends that you can invite to these gatherings, that's going to add a lot of positives to balance to the group dynamic. So for that reason, affluent men actually do want to be friend female women just for friendship.

And you will actually have a lot of good access this way to be invited to events, to fund things without actually even having to spend any money. Because that's actually a perk with being friends with affluent men. And I'm talking about only friends now is that you do not go really 50 50 in the affluent community. It's more rare that women have to go 50, 50. It's more in so certain other social classes that it might be expected, but not in the affluent elite community. Men pick up the tab. Usually regardless of culture, it's just a common procedure. So a lot of the times male friends will also pay for you if they're affluence. And that's really good for all of you who might be on a budget. So that's, that's actually one perk because with female friends, unfortunately you will have to alternate the bill.

So that's the drawback of investing in female friendships because that usually end up costing more than if you have male friends, by the way, if some of you might feel like this sounds really foreign to you, um, I must really emphasize on that. This is the dynamic and how it works in the affluent community in high society. So if you've never come across, people talk the way I'm talking right now. I want you to understand that this is common in this type of community. And if you're not interested in being in this community, then yes, some of the details that I'm mentioning might not be applicable for you. But if you do want to get in into this community, then you need to be aware of how it works and kind of what the perks are and what to be prepared for. So when you are encountering men that you want to be friends, I do think that you should attempt them with what you can offer them.

And it's really important to do that from the beginning so that they know that you are a good kind of contact to have, like I said, men do love if you have a good female network, because they might be single. They might not be single, but you can definitely offer them connections. Um, men just really like to have that access. Same goes, if you have other type of networking connections, maybe through work, maybe, you know, people that can be a benefit to them. That is also an asset. So always lead with the things that, you know, might be an asset to the other person. This is all thing. Of course, we'll talk a bit more about later because it falls under the bracket of general networking. But when you are positioning yourself in the way that you are an asset to that person, or you're filling a void of what that person needs, then you're to find how easy it will be to connect with somebody because that person will value, um, the connection with you and what we'll want to be friends.

You, and we'll actually make effort with your friendship instead of you necessarily have to pull all the load and try to make this connection happen. So where do we find these male friends? Because obviously online, it's not really the same as finding women. That's why I said from the very beginning that it will be much easier for you to find female friends. Then it will be to find male friends. Unfortunately, I would say male friends, we can oftentimes find maybe more easily through work. We can also easily find them through our existing, that work. We can also actually quite easily find them through nightlife because men tend to go out a little bit more at night than women do. So maybe you are in a bar, restaurant nightclub, whatever you might be able to start talking to men who are, it's really more platonic. It's not necessarily romantic spark there.

So that is also really good to think about it. But let's say you're starting from a clean slate. You don't have an existing network. You don't know anybody. How do we start my biggest advice to you? And this is what I have tested. This is what I have done. And this is what I have noticed actually works best compared to some other strategies that I have tried. When you don't know anybody, you start by making female connections. First, you make sure that you find somebody who has some form of network so that you can start expanding your network by tapping into their network. You go also out with this person, when you are out with this person, you start meeting new people together. So then you can find a male friends. Then you can find more female friends. The same thing happens when you're tapping into that woman's network.

You start finding other female friends, you start finding other male friends because male friends are

easier to find this way. Then just from scratch, from scratch, it's easier to just find women, friends, especially that with women, we can really meet them online. It's very easy compared to men. And sometimes it's easiest to just get started by getting your first few connections from the online space. Let's say you knew in the town, let's say you're traveling, connect with some people, meet up with them, and then you just start unfolding that way. Now what about if you are in a couple and you want to meet couples specifically them, by the way, as a little pun, I am not talking about swinging right now. I am actually talking about couples who want to be friends, other couples to do couples activities together. And if you are in a relationship or you're married, you know how valuable that is because it just takes many boxes.

You can spend time with your loved one at the same time, spend time with your friends and you all have a good dynamic and they have a good balance because you are coupled up. Now, I would say the easiest way to find other couples is by trying to find female friends who are in a relationship that is by far going to be the easiest for you. If you also feel comfortable enough to network with, uh, men and find the male friends who are in a couple, then that's equal solution. I just know from experience that sometimes if you are in a relationship, your partner might feel uncomfortable if you are networking with other men. So to keep it simple, apply the same strategy that I've mentioned about in the female friends section, but try no specifically to find women who are in a relationship. And when you are doing that, applying the same type of strategy, but you narrow your search down to that.

The woman has to be in the relationship. And not only that, the relationship that she's in, somehow you have to think about that. The partner she's with have to somehow have something in common with your partner or be on the same level somehow, because if let's say her, her partner is totally different from your partner like night and day type of difference. Then of course, it's going to be hard to have that dynamic happening. The most important is that you share the same interest that you have the same type of lifestyles. Then that's going to be the red thread, and that's going to be easier for you to network like that. As I personally am, as a couple myself, I know couples networking really well because how it works is that all the females that I encounter, I notice who is in a relationship. I just make sure to invest a little bit extra in that person, because I know that there is an added benefit, a bonus because not only can I spend time with her alone, actually our partners can also spend time together as a group.

So that's very beneficial for this reason. I'm not really going to give you any more on couples because it's actually pretty straight forward. The same strategies for female friends. Just keep the couple aspects in mind and just make sure that her partner will go well with your partner. Now, the last thing that I just want to mention a lot of the times I get the question, should your networking group couple or alone by that, I guess the question is around when you are out and about what is most beneficial. And the thing is, I know this from experience because I've done all kinds of networking. And when you are alone, that's actually when you do the best networking, because you are outside of your comfort zone, you're kind of more forced to reach out to people. You're not as comfortable as when you have your best friend next to you or your partner to mingle with other people.

So if you are really serious on networking and you really want to make this effort, you are going to benefit more and be more efficient. If you actually network alone, when you are planning on going to a networking event or you are, I don't know, doing something when you know, there's a good opportunity to mingle. Maybe sometimes it's better to go alone and if it's not awkward to do so, but if, because of course to certain events, you cannot just go alone. You have to have somebody with you, but if you can try and do some alone activities and start practicing, reaching out to people, you will learn this in the next videos, because in the next video, I'm actually going to talk about how to, I don't really meet new people.

### **Secret #3 - Best Places To Meet New People**

#### **Social Circle Secrets For Success**

Let's talk about meeting people in general. So it doesn't matter if you want to meet women, men, couples, or just general people. You want to expand your network. Now, how do we go about it?

Where do we need people? I'm actually going to dedicate this video with my best strategies and also best places where I think you should be actually investing your time. And this is probably where you will not be very satisfied with my response to you, because I'm sure a lot of you, you want to find out what the best places are. And you think that there is some hidden little place that you haven't thought about yet, but if you go there, Oh gosh, you're going to find all the right people and networking will be a fairy story. And you will have scored gold as you know, life does not work like that.

Usually the answers that we need are actually quite more simple, but we sometimes on execute them because they're in front of us. And we just don't think that that's where the value is now the best places to meet new people. Ladies, it is actually, duh, it's actually everywhere you go. Now, let me explain that a little bit, because that was pretty vague. Wasn't it? There is nothing that is more effective as daily life networking and they live life. Networking has to be supported by your outgoing energy daily life. Networking doesn't really work when you are feeling in the mood sometimes to be a little bit social daily life networking works. When you are making a habit of being outgoing, of being inviting, having a good energy, positive energy and make a little bit of effort with the people that you come across. The reason why I'm talking about daily life networking is because on a daily basis, you are meeting a lot of people and without even being aware of it, you're also meeting a lot of interesting people.

People who might be very valuable people who might be exactly the type of people that you would want to meet or have the opportunity to introduce you to the people you want to meet. But you're just not aware that all of these people that you encounter are actually valuable connections. Now let's say for example, you come across 20 people in a day that you somehow extend a word with our two out of those 20 people that will, of course be a few people who are actually really interesting connections. But if you are not bothered with your daily life networking, then nothing will ever come out of there. And it's usually more of a pure luck that something comes out. Or if like let's say that other person is really taking initiative. I noticed that the people who are very successful at networking, they are very good at daily life networking.

They network everywhere they go. They are social. When they are around people, they make sure to switch on their social persona and their best social skills. And they just simply walk that extra mile compared to close down Suzy who just doesn't want to kind of participate. Obviously closed down. Suzie is not going to have the same type of success as a little miss networker, right? From my experience, the elite women that I have come across throughout my years in high society. I really noticed that the ones who are the high flying women who are really with the creme de LA creme and travel the world and really live some of the most extravagant lives that you can come across, they have not only been luckier. They're very good at networking. And that's why they're doing what they're doing. Some are of course, a little bit opportunistic, but that's a different story.

What I'm trying to say is that when your network in everything that you do, when it's your habit, when you're doing a continuous layer, that's when you start seeing quite a lot of results. If you network kind of occasionally once in a blue moon, when occasionally you go to networking events or something, and that's not really going to give you so much results. And then if you go to this, let's say once in a blue moon networking events, and you felt like, okay, that networking event didn't really bring me anything. Then all of a sudden you ended up having a negative experience with networking and you start losing momentum of being inspired to network. So you start feeling like networking is not working. And then that becomes your narrative and then you stop networking altogether. And then you wonder, why am I not achieving my goals?

Well, there you go. Why focus on networking in your daily life? What does that mean? Like I've already hinted in previous videos, whatever you do, wherever you go, whatever mood you're in, all the ways to chat a little bit extra with people, always seek people out, always try and find something common to break the ice with people about always seek out interesting people like that. Girl that I met on the bus stop. I could have chosen not to speak to her because if I remember correctly, it was actually me who started the conversation. I asked her something about the bus, but I could have chosen not to. And I could have chosen to Google my question, but I Seeked out to see if there is something that could connect us. So I started talking about the bus and that's how you should do everywhere you go.

Whenever you see an opportunity, like, ah, I could ask about information for this. I could maybe comment on that. Maybe I could, I have this funny thing that I could say right now that actually that a person might enjoy, you know, whatever it is. And we will get into icebreakers a little bit later, but I want you to just understand that you have to start switching on your mind of actually starting to look for reasons to break the ice with people in your daily life. When you are at the gym, when you are walking your dog, when you are taking the tube, I don't know when you are at work or even if you are alternative and the belts and really feeling the networking mode. It doesn't matter. Your everyday life should be proactive when it comes to networking. It's not enough to just not work.

When you go out at night and party, you really need to incorporate this in your everyday life. It's very important that you understand the value of this. And then also want to de dramatize networking a little bit so that you are aware that we're not really focusing now on going out with our business cards and two events where you have to really walk up to people and feel really awkward in everyday life networking. Actually it becomes usually a bit less awkward because you are breaking the ice, let's say, and you are seeking out opportunities for connection in organic ways, in ways that feels natural. Not like in the networking you went, when you really have to walk up to somebody and say, hello, my name is Anna. I don't know anybody here. Let's have a conversation type of thing. You see what I mean? So keep that in mind because that's something that we're going to start incorporating in our new upgraded life.

Now, I want to talk a little bit about actually events because majority of the times when we're not working in our daily life and in our everyday circumstances, we would actually be networking during events. And there are two types of events. There are networking specific events, such as conferences or business events, or I don't know, socially specific events, maybe a speed dating events. If you are in networking for romantical goals, what else do we have? We have meetup groups who organizes meetups and usually networking is part of that. So there are many types of different networking events. Oh, I think majority of you will probably be more targeted towards non networking events. And those are what I call kind of more organic networking. So meaning when we go to parties to social functions, maybe we attend the wedding, a charity gala. And so on. Those are more kind of real life events that just happens.

And during those events, we simply network. And of course, women who are very much on a mission to network, they will use such event for targeted networking, but the average people, they just go there to enjoy themselves. And then they subconsciously network by autopilots. So it's pretty much the same thing, but just a little bit different. Then also have another type of organic networking. And that's when we go to social venues, such as we go for a restaurant visits, a bar visit, we got clubs, maybe private members, clubs, maybe country clubs, maybe we go and do certain hobbies that involves other people and so on. So that is a little bit different from events because that's more kind of a social hub, a social venue. So I would say that majority of you will probably target your networking to non networking events, such as parties, et cetera, and to social venues, such as bars, clubs, restaurants, et cetera.

However, I do recommend to try and incorporate networking events as well because they tend to get forgotten or procrastinated perhaps because people find it awkward to be kind of openly networking and being really put their on the spotlight for networking and having to do it in a nonorganic way. But as you know, we want to be as proactive as possible. And especially if we have some goals that really requires us to networking on an advanced level, then attending networking events would be quite useful in this case because you want to maximize as much as possible your opportunities or your potential opportunities. A lot of the times people ask me, but where do I find such networking events? And I feel like we will be talking a little bit more about that during the research topic, but I also want to really put it plain and simple as that with the power of Google and social media and doing this research strategy that you will learn in this course, you are really going to be all set to actually find out anything you want.

And the reason why I say that is because I've done this myself. So many countries have moved to not knowing anybody starting from scratch. How do I find out eventually about events about what's happening about this, about that, about the best places and so on? Well, of course with the power of research, because I understood that if you play a bit, detective, you can have answers to anything. So the answers are actually all out there. You just have to learn the strategy, how to research

properly, which I have already taught you in this course. The power of research is incredibly important in particular for the social venues that you choose to visit. Because a lot of the times I see many women, they do the mistake of spending their time, money and efforts in the places that has a low return on investment for their goals.

I saw it in particular as I was teaching on high society specifically because with high society, you really want to go where the high society is. If you want to be friend high society, then find out where they go and go to these places. Again, very simple and very straightforward. But a lot of the times people struggle understanding, well, what are these places? And the common issue that I saw happens is that people think that a place has the crowd that they're looking for is high-end as an example, in this case. And then they keep going. They're not understanding or realizing that this is really not the right place for them to go networking. And they ended up wasting their time. And then they wonder why they're not meeting the people they want to meet. So it's really important that you only go to places where you know that you have the people that you want to meet.

In my case, as an example, I only go to high end places. I know that that's where the crowd is that I want to be friends with, that I am already friends with. And also the crowd that I feel like I have the most in common with. So that basically means that I will only go to high end bars to high end restaurants, high end clubs, private members, clubs, country clubs, and so on. And so, because I know that the crowd is good there, unfortunately it happens that social venues, they fluctuate in crowd. So oftentimes a brand new place really trendy will attract exactly the high end type of crowd that I personally like. However, that crowd only stays there for a few months. Then they stopped going there because a different type of crowd start going there instead, which puts the high end crowd off.

So they go to another venue. That's why me and my friends. And I know it's very common in certain communities like in the affluent community, that you all the time communicate with each other, where are some good place? Where's the crowd, good? Has the crowd changed? What type of people are currently there and so on, because it's important for this type of community. And you need to really pay attention to this, not necessarily because you want to go to where the high end crowd is, but you have to understand the value in what crowd is, where you see you, because let's say you want to meet young people, people in their twenties, you can go to a place where you have mostly seniors, people who are, let's say, I don't know, 60 plus. And that's the crowd you want to go where the young crowd is as an example.

So there will be a lot of researching that you will have to do by word of mouth and not something that you can just always have foolproof sometimes. I mean, they happens very often for me that I know that the crowd is good in a, in a place. And then I go there and oops, too bad. The crowd probably has just recently changed. So it's not good anymore. I guess I won't come back so that all the time, but you need to be aware of really being alert of the crowd and not just kind of settle for whatever you see and keep wasting your time. Be very strategic with this one. I know, however that I do have some of your ladies with me who might feel the high other places are very intimidating, even though you want to embark to the elite lifestyle and become a woman of the elites, but you just find the elite environment to be not where you feel like you belong in.

And this is really common by the way, it's also known as imposter syndrome. And you have to understand that, especially when you don't have much experience with something, things might feel intimidating for some, but I want to really rip the bandaid off. And I just really want to kind of throw you into the sea. And then you learn how to swim because you just need to get comfortable with the uncomfortable again and learn how to adapt yourself to the environment. You also need to position yourself energetically with the environment that you want to belong to. And you will notice that yes, in the beginning. And it might take you a few times, you might feel a little bit out of your comfort zone there or awkward, or like you don't belong, but please keep going there, keeping continuous with this because you are going to feel more and more at ease and more comfortable.

The more you go to these places, but it's a must for you to start going to these things basis. So let's talk a little bit about research. I really have to emphasize on the power of research and how you have to really make it as part of your habits. Word of mouth is a very powerful research tool asking people for recommendations, but always asking people who are somehow in the know or people who you



feel are credible sources. Because I know a lot of the times when I'm asking for like restaurant recommendations, and what's the point of me asking for restaurant recommendations from a person who I know clearly has no taste when it comes to fine dining, as an example, I wouldn't go and ask that person instead. I would definitely pick the brain of somebody who is a foodie who really knows everything in town.

That person I would really rely on their information. So be sourced critical, but still do your research word of mouth is by far the best research you can do. But then of course we have uncle Google, which you really need to become best friends with because you're going to use Google a lot and you can Google anything. But with Google, unfortunately you also get up a lot of wrong information, like a lot of information that is not accurate or outdated. So you also kind of have to be aware of that, which complicates things a little bit. But I personally use Google in terms of doing the work. And then what I do is that I find, let's say, if I want to, let's say, find events or I want to find the latest, best restaurants in town or something like that. I do the groundwork on Google.

I see what I can find with the help of Google. Then I continue onto social media. And I verify the things that I found on Google. Instagram is by far my most favorite social media tool for the purpose of research. Why? Because Instagram has this amazing function of location tag. And when you go and search for a venue or for an event in the location tag, you will have a lot of pictures that come up where you can verify. If let's say the crowd is good or the crowd looks good or the place looks nice, or the ambiance seems to be exactly what you're looking for and so on. So that's really important to take into account. I also like Instagram because when you start following restaurants, organizers events, um, companies, whatever they will post about their events, they will post about their venues. And you can always stay updated with the latest because everybody has Instagram these days.

I also really love following people who are in the know on Instagram. It doesn't have to be people that I know it doesn't have to be people who actually even live in the same country as me. I follow all kinds of jetsetters around the world because I want to always stay updated with the latest high-end hotspots, latest high end restaurants, bars, events, whatever it is. And they do stay up to hit it because of Instagram, because I follow the right people. I check their stories regularly. And whenever I see that they have attended an event venue or a bar restaurant, whatever it is, a travel location. I take note of that. I screenshot, I even put her in a specific folder with all my screenshots. So I organize everything and make sure I go back to them whenever I need that information. And again, I don't only do it in my country.

I do it in other countries, countries that I plan to visit as an example, and like this, I am aware of the best places. And this is how I do my research. Combine that with word of mouse, you have all the tools. You need it to make the best type of research you can possibly do. Believe me. I also want you to think about maybe starting to follow some concierge services you have in countries, not maybe all countries, but at least in the big cities, you have concierge companies which offer high end consumer service to of course, wealthy people, but you might not be able to afford these types of services, but I can tell you that even if you just follow these type of companies in social, let's say you are subscribed to their newsletters, or you check out their websites. Sometimes they have a lot of information, even though just their website, you will be surprised how much information you can find on what events are happening, what restaurants are good, or what restaurants seems to be popular because they are advertising these restaurants and so on.

So it's about kind of thinking outside the box and trying all kinds of different options. I would also really make sure to sign up for as many newsletters as possible that has to do with the venues that you like, or perhaps event organizers, or let's say you into art. And, um, there is, there are famous art galleries in town, sign off with their newsletters because sometimes they advertise, you know, private events that you need to RSVP for. And you can attend that event simply because you will once upon a time, subscribe to their newsletter and they happen to advertise it. You'd be surprised how many private events I've gone into because of this particular method. It's about being resourceful and thinking outside the box and really pulling strings that might not always be the most obvious and that you think is going to just be a dead end, but you'd be surprised how often they're not a lot of people say that, okay, well, I'm not wealthy.

How will I afford to go to all these high end places that I would like to go to? And to be quite honest

with you, of course, I assume that majority of you, ladies, you live in a Western country with a salary that perhaps will allow you to, from time to time, go to high end places and treat yourself and so on. Because that's what I mean. When I said earlier in this module that actually networking is something that will require some money. Definitely. It's not something that just happens free of charge, unless you only hang around affluent men who are paying the bill, but you will have to do the investment as well. You will have to spend money on, let's say some travel, maybe some restaurant visits or coffees or lunches that you take because networking costs money. It's just the way it is.

But you also have to understand that you get a lot of return on investment if you invest properly. And I don't want you to be foolish and I don't want you to waste all your money, of course not. But I do want you to see this as an investment, but just make sure you're being clever with your investment. But it is important to start going to affluent places. If you want to get to know affluent people as an example, and that will cost a little bit, but you can still make it happen by maybe doing it on a level where you maybe don't do it every day, but you can't afford to do it. I don't know, once a month, twice a month, maybe that will be enough for you. Then the rest of the networking you can do in your everyday life. And then little by little, you will notice how now things are going to start changing yeah.

In your life because you make an effort in your everyday life networking, and you still combine it with, um, going to venues where the affluent people are by investing the money that you have.

Now having spoken about social venues, I want to talk a little bit more about events because I mentioned there are proper networking events, and then there are kind of non and networking events, but not to confuse you, let's call the non networking events, more like organic networking events, because I think you will understand this better.

So all of these parties, social functions, wedding balls charities, et cetera, things that just, you really naturally get invited. And how do you get invited to these things and how do you get access to all of these things? Well, that is of course with the help of your own network. So usually how I say that if you do not have a network, it might actually not be that easy for you to get invited to Yanik networking events. You have to actually focus your strategy in the beginning and social venues, which I just covered. And in social venues, you build on that work, or at least you build initial now at work that will take you to events. You see what I mean? So if you feel a little bit overwhelmed and don't think that from one day to another, you need to have invites to private events, private Gallas and this and that, because it's really not that easy.

And yeah, you will probably have more of those things when you already have a network. So this is more for my intermediate and advanced ladies, beginner ladies, focus on networking and social venues, mine's remediate and advanced ladies. You have to always network in social venues, but you also have to really make use of any events that you get invited to because these events are incredibly important for the simple reason that they oftentimes are just so easy to meet people at, I would say, or ganache, networking events like parties and, you know, charities and the weddings and so on. You know, they're created for people to have a good time and to talk to other people. And I just find it, yeah. These events to be such a rich opportunity for new connections, right? Especially if you have some, huh, you had connections that invites you to high end of that.

Now that is when you strike gold. But however, this doesn't come yet, usually in the very beginning of networking, that's why I said, this is more intermediate and advanced now working, but I want everybody to strive for this because you do have a very high ratio of, uh, the right people in these things places. And sometimes, yeah, if you want to, for instance, mingle with more high level people, usually where they are, and that's usually how it works, be easier for you to access them. Right. Also, you have to understand that at these events, your own social status arises when you are invited to all of these parties, to all of these balls, social functions, weddings charities, and so on, you put yourself on the map. Yeah. People acknowledged that people who are in that communities, so recognizing you certain notice yeah. Thing that you always go to, all these type of different places always seen there.

So you must be somebody special then, and then your social status rises. As a, as an example, you probably know that there's a lot of socialites out there who truly make a name for themselves and the way they make a name for themselves, it's simply because they are seen everywhere on all the important organic networking events and all the parties and whatever it is, they're always there. And

they always seem to get an invite. So you start recognizing them and assuming, okay, well this must be a high level person in that case. So if you want to build a name for yourself, then you really have to be everywhere. But to be everywhere, you have to have people who have eyes everywhere. And those people, you start finding them in the social venues. And then once you get your foot in to the organic networking events, that's when you start really networking even more and wider and higher.

And that's how you start befriending the really important contacts that can really get you to climb wherever you want to climb. Basically. So sometimes I find that people want to have some form of fast track into the toughest circles. And they think that there is some form of hidden backdoor that they just haven't found out yet. And they want sometimes me to give them the back door, but really ladies, the back door is other people because the toughest circles and the really most prestigious events and the prestige, whatever it is, and the social is diarrhea. They are usually through other people by being invited or by being referred or by having the word of mouth of somebody who is in the know, but on the high level, in the know, and they will tell you about this event and maybe tell you how you can get in.

There are so many ways how you can get into these places. So I really want you to prioritize networking for this reason ladies, and understand that if you are not on that level, the basics starts in the social venues and in your everyday life. And then once you reach the kind of pinnacle of these organic events, that's when you really know, okay, now I am not a beginner anymore. Now I have somehow made it networking wise, but I need to keep the momentum. But because of course, to any point, you might not have access to these places anymore. So you have to all the time make an effort and also, you know, go out regularly and go to these places and not disappoint people and be a good guest and all these things that has to do with etiquette and so on. So really think about this and also understand that there isn't really a very complex formula or this magic backdoor.

It's really this simple. And that's what I said throughout this module so far is that networking is so simple, but people over complicated and the more you overcomplicated, the less you start taking action, because it just feels too overwhelming. But if you really look on it for what it is, you know, it's easier. And when it's easy, it's doable. And when it's doable, you take action. And that's what I want you to do. Now, lastly, let's talk about networking specific events, because remember those are the conferences, the meetup groups, the speed dating venues, and so on, where people simply gather specifically to network and to mingle with other people, for networking purposes, whatever it is, business friendship, romantic, it doesn't matter, but there are networking events for any kinds of interests for any kinds of purposes. However, you will not find out where to find these events unless you use uncle Google.

I look for them, or like I said, social media, because today actually social media is Google, but just differently. So I want really actually be going into how to find these events because you just apply the research formula that I have taught you. Now, I want you to really make that effort with Google, with social media, with word of mouth as well, and find out about events. I have found out about events and all kinds of weirdest ways, to be honest with you, everything from seeing that somebody posted on their Instagram story, a screenshot of them RSVP to some event that I really wanted to go to, but they had, you know, when they camouflage to RSVP email. So what I did sneaky me is to actually just contact that person who uploaded it and say, Hey, I saw that you're going to this event.

Uh, do you know if, uh, other people can join as well? Cause I've been wanting to go to this for so long. And if you could just share with me the email address, I would be so grateful and you know, what happened? That person was really kind and just shared the RSVP email address with me. They didn't have anything to lose because for that particular event, I guess it was okay. You know, there are, of course some events where you can't really do this, but for that particular rent, it was fine. And it worked. And I went to this event and I met actually quite a few interesting people that are people that I'm friends with today. So what a coincidence, but you see what happens when you network and when you think outside the box. So it's about basically just grabbing opportunities. And like I said, being resourceful and reach for the non-obvious solutions, sometimes solutions that you think might be a dead end, but you see that they're actually not.

I also want you to think about sporting events, um, cultural events, local specific events, as an example, local specific events. I live in Geneva, very affluent city. We have a very interesting

Christmas market. That is a local event, but when I went to the Christmas market last year, wow, you could see a lot of billionaires in disguise. Let's put it this way. People who were very affluent mingling and having a good time, just because I happened to go to a local specific event in an affluent area. So, so you have to sometimes think about things it's this way, but really don't shy away from trying to find these events. We will do this as an exercise in the workbook, but I also want you to actually submit your tips of events, things that, you know, maybe there are some conferences, maybe there are some specific exhibitions that attract the elite crowd.

Maybe there are some elite events that, you know, happen once a year that you want to share. Let's all share this together. So we have it as a resource for all of us here in this course area to make use of, because if we do this, we are helping one another. What somebody else has posted will help you and what you contribute will help other people. So that's something I really want us to do. And you will see that you might actually find out about an event that might not be too far away from where you live, and that would really benefit you.

## **Secret #4- How To Network Like A Pro**

### **Social Circle Secrets For Success**

Let's decode. Those who are truly pros in networking. And like I have mentioned previously, a lot of elite women become incredibly good at networking and that's how actually they end up having success. I want you to start networking like a pro and there is a formula to how to make that happen. So I want to actually speak a little bit about what makes somebody good at networking and what makes somebody bad at networking. But let's start on a positive note and find out what makes somebody good at networking. Obviously we have the obvious that people are outgoing, friendly to have an inviting personality, are able to do some form of small talk, know how to behave appropriately and simply seek out connections with people. We have kind of covered that already, but I want to actually mention a few more pointers that are very important, especially if you want to network as a true pro.

Because one thing that you have to understand is that we have already spoken a lot about strategies writer, but unfortunately, when it comes to networking, a lot of people shy away from being strategic because we have this belief that if you are strategic with your networking, that's when you are an opportunist. That's when you are fake. That's when you are a bad person and you are just some Digger or a social climber, or, you know, there are all kinds of myths around being strategic. But actually those who network like a pro all are quiet, strategic and elite women in particular, they are selective generally speaking. So they know that their time and resources are limited, meaning that they cannot afford to not be strategic. And this is why it's really important that you become strategic too. And also really embrace the strategies that I'm giving you in this module, because you're going to understand how that's going to really save you both time, headache, money, and give you a true, truly a shorter pathway towards your goal.

Then if you would just would be a little bit all over the place. And speaking about being all over the place, a lot of the times, those who are not good at networking are the ones who are not focused. People who are truly advanced networkers, they're really focused on their strategy, but also on their goal. And they have a clear vision of what they want. And they know that, okay, I have to walk this path. This is where I should invest my time. This is where I will be wasting my time. And then you just basically avoid those areas. But how do you know what is what? And this is where another important aspect comes into play. How, what actually differentiates people who are network just randomly, and then those who really network like a pro the pros they do the research, the pros, they come prepared, research and preparation together.

Yeah. Make somebody waste less time. They know already what people they want to be friends. They know already, which are the best events for them, which are the best places for them to go to. They do not waste time. They rather spend that time by doing the research and by preparing themselves as an example in business networks, King. And especially if you're looking to improve your career, or let's say, get an investor or something like that for business purpose, you will probably start researching key people that you need to network with that, you know, will benefit your

business. And that's really the same strategy that I'm talking about, how you apply in whatever goal you have, you research in your community or in the town where you live or wherever it is, who are these key people and what would be a possible entry way for me to get access to these people.

And you don't have to freak out and think like, Oh, but that's an impossible to know, especially if I'm starting from scratch. No, actually all of this is totally doable. I have done all kinds of research by not knowing anybody in town have done so much research to the point where I knew who was who and without ever having met them. So it's about using the power of Google, the power of social media. I would say social media is one of the key resources here, especially, I mean, for business, you have LinkedIn for social, you have Instagram as a great example, or you have a Facebook book. So really make use of this. We spoke about research, the same type of research, even here. Then another thing that I'm sure you are quite aware of, that people who network like truly on a high level, what they do is that they actually get out as much as they can, but they make sure they get out wisely.

So some people actually end up going everywhere all the time and waste their energy, money and time, but they're everywhere. And actually they end up having good results, even by that strategy, by being a little bit all over the place, because what's important in this case is that because they got out so much, they were literally out most days of the week, socializing, going to social venues, building their network up, doing this continuously week in, week out. Um, everyone just being social butterflies. Obviously these people, even if they don't have a clue, focus or a clear strategy, right, they still are able to accumulate a good base of contacts simply by just being out there. And this is why you need to understand the power of being outside of your comfort zone and making that effort. Because a lot of the times people are quite lazy and they don't go out and they kind of thing that their networking is going to happen with them sitting at home.

But that's not how it works. You really have to be out there. And if you don't like this type of lifestyle, then this is where it really becomes problematic. Because of course you have to put in certain efforts, it's harder to network from your couch, although I'm sure if you really are such an introvert that you really don't like being out in the bouts then, okay. You may certainly be able to somehow try and do as much online networking as possible, where you're actually focusing on networking. Let's say finding female friends that you meet up with one on one and you meet them maybe online, but that's pretty much it because with work related, yeah. Socializing with male friends, socializing with couples socializing, it's a little bit trickier to find girlfriends. Yes, but not in this case. I really want you to get out of your comfort zone.

Like I've spoken about so much. And that unfortunately means that you do have to get out as much as possible. Now, if you cannot be a social butterfly and go out five days a week, that's fine. Maybe it doesn't suit your lifestyle, but find an amount that you feel comfortable with that you stick to. I personally, although I really do not have time for networking at the moment, the way my life is structured, I at least make sure that once or twice a week, I go out and socialize and do some form of networking. And I think that's at least a bare minimum of for keeping some form of momentum and not to go too much inwardly and feeling like you're standing still. I want to share with you the top five tips that I have learned from having conversations with people that I've met throughout this journey who are really good at networking.

People who have been much better than me in networking, who I actually, some of them were able to really give me some tips and some, I was literally studying them and analyzing what they did right. And how I could replicate it. So I want to go over those five things, because I think this is really going to help you step up your networking game and make you start networking like a pro. So the number one tip that I got is that it's really important to build a better networking persona than the one you perhaps have today. And strangers that my sound, what it actually means is that you really need to understand that you do have a certain networking persona today. You might be an excellent extrovert. Who has it really easy to get along with people? Or you might be somebody who find it a little bit more difficult regardless of where you stand.

There's always ways how you can improve yourself. And this is again, going to personal development. You can always become better tomorrow than you were yesterday, basically. And this is the same principle here. You shouldn't just settle in who you are today. When it comes to your networking, you have to understand networking is a serious skill that anybody can learn and that

anybody can improve. So it's not really about becoming somebody you're not to step into like this networking persona of the social butterfly. If you do not feel like one, but what you can do is to actually improve your weaknesses because we all have certain weaknesses, especially when it comes to networking, that might be holding us back in some way, some people might be shy. Other people might say a bit silly things. Some people don't have very good topic ideas of what to talk about.

Some people don't know how to break the ice with people, whatever it is, you may have many weaknesses. You might have a few, but we all have something and we all should be working on something. So it's really important that we understand that we can always improve our networking persona, where we can develop our social skills and that we focus on developing those qualities that are particularly beneficial for networking. So really focus on developing some form of openness within yourself, developing that charm, that charisma, trying to pinpoint exactly what are your weaknesses and the work on those weaknesses. Also do some more action orientated things like becoming a bit more well-read and informed so that you have more topics to talk to people about. And also to leave an impression about this is something that we will be doing in the workbook, but I want to plant the seeds already because what's really important here is to really understand what makes people like you, because ultimately that's, what's going to also make you a good networker.

If you are likable, if people are drawn to you, if people want to keep a conversation with you, and sometimes they're really tiny things, they might be weaknesses of yours that are putting people off. When it comes to socializing with you. I'm not saying that they're rejecting you, but it might be that people feel like they can't click with you because let's say you don't vibrate enough positivity. Maybe that puts people a little bit off and they take a stand away from you versus if you would really work on looking very approachable, very friendly, very positive, because you have a natural face and appearance that makes you look a little bit grumpy. Then you will notice how working on the weakness. You will actually start attracting more people and people will be drawn talking to you. You have to actually understand that there are two things that make somebody like you.

Those are two very important things that you really need to pay attention to. Number one, you need to make the person feel good because I've mentioned it before. People do not remember the things we said, people remember how we made them feel. So make the person feel good and people will like you. Number two, people need to feel like they can trust you. Because one of our main primal instinct is trust. Can I trust this person? Our subconscious is wired to all the time, evaluate if somebody is trustable and this is why it's really important that you come across as a reliable person, you follow through, you have consistency in your branding and in your communication. Then what happens when you are likable and people feel like they can trust you. That's when the importance of building reports with people come in, basically creating a form of connection, like making the person feel like you both are on the same page.

And that's exactly the same as, uh, having likability and having trust from somebody. So what it means is that immediately when you are being connected to somebody, make sure to establish some form of connection, make sure to really feel like you have things in common. You are talking the same type of language type of thing that is building a report with somebody. And that's really important. Now the second tip is make an effort and I've spoken about this already in this module, but you really have to understand the value of making an effort, what a return on investment it can actually have. Because one of the things that is very important, and especially if you want to develop your charismatic skills is to really take time with people and make people feel valued. And when you make an effort with people, that's what happens. You have to really walk the little extra mile and really give away that extra dose of energy that you would perhaps maybe hold back because it's a more comfortable way of networking.

But when you just walk that extra mile, Oh gosh, you will be surprised what return on investment you can get. And I wouldn't want to be turning myself into somebody who is overly eager or desperate or, or being all over on people. That's not at all what I'm trying to say. When I say make an effort. I just say that instead of like, let's say you spoke to somebody at the beginning of a party, instead of like not saying bye to the person, because you both ended up going separate directions and you started talking to different people instead of not saying bye. By the end of the evening, you do the opposite. You make an effort to actually, by the end of the evening, you it's time for you to leave. You're at this

big party. And you've spoken to many, many people throughout the night, but there were a few people that you really felt like, okay, I want to make an effort with these people.

All of these people you go and find before you leave this party to say bye to. And what you do is that as you approach them, you really refer to something that you spoke about and you really make that person feel valued. That way. That's what making an effort is about. Or let's say you are in a restaurant, you're there with some people. You see somebody that, you know, vaguely comes in and goes, and to another table, you make an effort by going up to that person and say, hi, how are you like a short little conversation? And then you go back to your table, like doing things like that is really important for some people, things like this might come very naturally, but I can tell you, there's a lot of cultures. And there's a lot of people who do not do this will actually choose to take a little step back and be more laid back.

And this is not good if you really want to be a true pro networker because pro networker, they really make an effort all the time. And they walk that extra mile. Number three, pro networkers. They really know who to talk to. And I've kind of already just mentioned this, but I'm want to go a little bit deeper on this because I said that it's really important to always be prepared and to do the research, especially on the crowd prior of attending an event, or when you building your kind of networking strategy and how you do that is by kind of studying magazines and studying social pages, studying social media accounts that follow people and start putting puzzles together, who is who, because you will actually start seeing patterns and you will see how some people, some groups are connected, linked to each other and so on.

And depending what community you are trying to penetrate, it's actually not as complicated as it seems. It seems probably bigger before you get a hang of it. Because usually what you do is that you are researching a local group where you live. So you're not actually necessarily well, you might, because some people really shoot for the stars. Some people research the whole international, let's say affluent community. And they end up knowing like all the who's who worldwide, but that's a really big task. Let's start small. Let's start locally just for you to get a hang of it. And then the more you climb on the ladder, the more you advance your researching skills and can actually it into an international level. But also when you are out and about you start recognizing people, you start seeing the right key players, you start hearing about people.

That's also a very important part of your research. And what's really important here is that you are out in the bouts. Like I mentioned that you don't just sit home, that you actually go and you do like a field study of everything that you actually see. These people, you don't study them online from social media, from being a little bit of an internet stalker, you actually are mingling with them. You might not have the opportunity to speak to them yet because you haven't been introduced, but you know, already who they are. And this is how you will know how to approach them. Now, importance is also start remembering names and of overhearing people's conversations or being in conversations. When some people are being spoken about the key importance is to really be observant and to really pay attention. What's being said, cause you actually end up finding out a lot about who's who by just hearing about them.

And if you want to fill in the blanks, I would really recommend to Google people and to do a little bit of background check and figure out what people do and, and so on because it might come across a bit [inaudible] but actually really high level networkers, they do their homework. And that's what I mean by knowing who you should be talking to cause like this, you are actually opening up the pathway for knowing what connections you want to connect with. I also think it's important to develop a good picture memory of faces, especially of the faces you've seen. And especially when you're out and about with people, you know, you know, that they will be knowing other people always ask the people you're with who they know in this place. And tell me something about those people always be a little bit curious. Don't be, you know, investigator and you're obviously researching because that can come across a bit as an opportunistic person.

But what we're doing is that we're actually researching the field because the research is so crucial. Now, one more thing when it comes to know who to talk to, I do think that the first impression matters a lot, but I also believe that we can't always jump to conclusions. You will end up missing out on a lot of important connections and important people. To me, if you just Slack people off based on how

they look or first impression, because I mean, we talked so much about personal branding in this course, but you have to understand that not all important people or all key players or people who are might be suitable for your type of goals might have their personal brand in order. I mean, surely you are working towards achieving yours, but not everybody are working on their personal brand. So think about this, be selective, but also be flexible.

This is what you really need to understand to find that perfect balance, because this is really going to help you as you move along. Now the fourth tip and pay attention because I haven't really spoken much about this, but this is really important for you to know, especially if you really want to get into the toughest circles. So you have to learn how to leverage your assets and what that, I mean, you really need to understand what gives you and your personal brand value. What also raises your social status because we are all people that we evaluate people based on things such as status, such as acids. And yeah, even if it sounds perhaps horrible or triggering to some people, unfortunately, humans are wired this way and we can't really change it just socially, how we function. Now, one thing that you need to understand is that you're going to get it different types of access depending on your assets.

That's why a lot of people are really frustrated by the fact that the more beautiful you are, the more access you get in life. And it's true. I mean, I wish the society wasn't working like that. I wish everybody could have the same type of cards dealt in life. But unfortunately, the more attractive you are, the more access you have. Cause we live in a world where beauty is being valued, right? So that's of course something that you, we all know already. And that if you look after yourself, your appearance, of course you will have better access, but there are other things that will also give you access. Not only beauty, social proof is an interesting one because social proof is that right? Surely your network. And this is what's so interesting and why I want you to invest in your network because the more advanced your network is the higher up the ladder, you will be able to climb and expand your social circle and get more exclusive invitations and have more high level people to want to be associated with you.

Because if people see that you are somebody on the map, that you have an attractive network, then they start valuing you higher. That means you have a higher social proof. There are other asks besides social proof. But trust me, the one of network is really important because people will evaluate you based on your network. Truly what people are in your network says a lot about you. If you are friends with a lot of high level people, let's say you're friends with celebrity is, I don't know, models, factors, famous people, wealthy people, billionaires millionaires. If you have those people in your network, people will look at you as in Wallace. She's a somebody versus yeah. If you have a lot of people who are inside people's eyes, nobodies, I'm not saying that's how I personally feel. I'm just saying that some people will evaluate it like that.

Then of course your social status will be lower. No, these are just extreme comparisons. What we need to have in our network is really the people that we want to associate with and the type of people we want to attract. So let's say one of your goals is to expand your network, to have more elegance people in it. What do you do? Well, you try to have, of course only elegant people in your network, because if you start having people who are out, absolutely not elegant in your network, right? It will be hard to attract elegant people because people will evaluate based on your network, no other assets that gets people access on the social ladder. That is of course wealth. When you have money that signals that you have power and they will always be an attractive factor in our system, regardless of some stigma around it.

But this is just the way it is. Your will also be a very valuable asset for you to have. If your career is nothing special compared to somebody who works as a fashion editor at Vogue, of course, that people will seem a little bit more attractive in people's eyes, the fashion editor from Vogue versus the one who works in a restaurant or something like that. So you see what I mean? The more interesting career you have, the more high level career you have, the more people will respect you and the more access to you we'll get. But it's not actually only about respect. It's also about people, curiosity, or how your career can benefit other people as well. Sometimes being a doctor, even though doctor is quite high level. The fact that you will always be an asset to other people because of your knowledge, we'll definitely rank you higher on the social ladder.



So just to think about that, then we have another asset, which is your status and reputation. And that's just generally speaking, when you are well known. For some reason, maybe have some form of celebrity status, maybe you're an influencer. Maybe you are just well known in the community for something particular. That is definitely an asset because when you have a reputation, but a positive one of course, then people want to be associated with you. And a little bit of star quality celebrity status is really attractive for anybody regardless of community. Then we have the education is part of your asset because there are certain communities inside the affluent community where education is really important in particular for old money, they value education a lot. So if you have an asset of having less an Ivy league education, you are going to have access to particular community as a result because they will feel like you're part of them.

Versus if you don't have that education, you might not have the same type of access. So it's about understanding what does certain communities value and do I have those assets? So these are probably the most common assets I would say for us women. Beauty is definitely a very important asset because it's probably the easiest way to open up doors into society. But I would also say that your network is by far one of the most important assets you can have because the more people, you know, the more you will become attracted for other people to befriend you because your network will be seen as an asset for these people, because they know that your network will become their network. If you connect with each other and that's something that you can offer them as value and you will be valued because not only for that, but it will be part of the package that you come with.

And this is what we have to understand. We're all packages in the end of the day of what we can offer. And that's really what networking is about what you can offer and what you can receive. That's part of our herd mentality. Maybe some people find this to be very frustrating, but if you know how to use it, and if you know how to leverage your assets, you're going to be very successful in that working. So it's really important to invest in this and to really nurture your assets, to make sure that they are attractive to people because it will give you access. Now, the tip number five is being efficient, but selective, I have spoken a little bit back and forth throughout these videos about how you should be prioritizing, but also is the fact that you have to be out and about, but you also have to be a little bit selective.

So what do I mean by that? As soon as you afford start picking your battles, Vance cleverly, that's when you do it in the beginning, when you're a beginner, you have to be a little bit more flexible than when you are a little bit higher up the ladder, the higher you climb up the ladder, the more you afford it being selective. So in the beginning, you focus on flexibility and you focus on being out and about as much as possible because in the beginning you don't afford being very selective. You first have to test the waters. You first have to try and spread all the seeds that you read can and then see, which will be the best harvest, right? And then you just focus on those best harvest as you move along. So that's the beginner strategy. But as soon as you kind of passed through that first obstacle, then you start noticing that certain areas will be more lucrative than others.

Certain connections will be more lucrative than others. And that's when you start thinking about how to be more efficient. And that's when you afford being a little bit more selective. So that's when you really have to think about, okay, is this outing going to be necessary? Will this outing and the vans give me some form of return on investment, not all events or outings will be by the way. So you can't be too perfectionistic in this department, but you have to just be switched on with you thinking, okay, will this lead to something? Can I prepare somehow before this so that I am the most efficient during this event, because what we need to really focus on is that, of course I want you to be out and about as much as possible, but at the same time, I don't want you to be totally drained.

I know that we have limited resources of energy. So we have to really understand that. Although we have to be out and about, we also need to find that balance where we're not getting burned out. So make sure you keep that balance because you need to still have your energies together. Otherwise you will be one of those flames who go all in you burn very fast, very quickly, and then you're too burned out to continue going. I want to ultimately actually keep going with networking. I feel like it's fun that it's doable, that you're not getting burned out, that you are going out a lot and you being efficient and proactive, but that you still have energy left. So think about where you get the most networking for your buck, prioritize those venues, those outings that you know, will make you meet the most people, those events that you are unsure of, maybe skip them, or maybe really

research them if you will actually be benefiting anything from them.

But like I mentioned before, if you do daily networking in your everyday life as part of your routine, you're actually going to notice how you won't have to be everywhere all the time. Like an energizing social bunny, all the time, hopping around in all places. Although I mentioned that I wanted to be out and about all the time, I don't want you to really be extreme. I always talk about balance. So please focus on balance, but make sure you are proactive. And when we hit that little sweet spot, that's when we are doing the right thing, when it comes to networking and that's when we network like a pro.

## **Secret #5 - Bulletproof Conversation Topics**

### **Social Circle Secrets For Success**

Now, what are we going to talk to people about? How do we break the ice with people that we do not know? Are there any topics that are better than others? So we're going to go through these things in this video, because I know that a lot of you feel at this point that, okay, you might feel kind of comfortable of mingling with people, but you get stuck. When you think about what to actually say and talk about. Now, the first and foremost thing that I really want you to remember that I've already mentioned throughout this module is that when you are overthinking things, that's when they become really complicated. And it's exactly the same thing when it comes to conversation. Because when you add this tension to conversation, it feels awkward when you remove the tension. When you relax, when you kind of play things by ear and just, you know, let go a little bit, then it feels natural and then it feels comfortable.

And that's the element I want you to step into because I want you to take the edge off of having to overthink everything and having to be overly prepared. Surely I'm going to give you some guidance and some ideas, but ultimately what you have to do is to just kind of do it and then let it unfold by itself because there's just so much we can do prior, but it's actually more important that we play the field and we are flexible enough when we are actually on location in the moment to do the best we can do out of it. And sometimes things do get awkward and it's normal. So we don't have to really feel like, Oh, that's the worst thing that can happen. I must say that I'm the queen of awkward. I don't know if that will make you feel better ladies, but one of my weaknesses, and this is definitely a big weakness in networking is that I can really say awkward things.

And I can sometimes say the most stupidest things, especially if I'm a little bit nervous. Sometimes the more nervous I am, the strangest thing comes out of my mouth. And it's almost like a nervous tick, right? I've actually worked on this. So this has definitely improved, but I want you to be aware of even when you are a networking pro you still might sometimes say the wrong things or touch on a subject that might be a little bit uncomfortable. You just really cannot control everything. And you can't really control other people's feelings. Either. Sometimes we might be talking about something that is totally appropriate, but somebody feels really offended by it. Now, whose fault is it then did you act with bad etiquette and bad manners? Or is it the person who needs to take a chill pill? This is where I think it's important that we think about boundaries and that we think about balance.

Because even though we want to act with etiquette, we want to be the best possible person we can be. We cannot be picture perfect. And we also have to kind of set some limits, set some boundaries, meaning that we really do our best, but then if people feel upset or people feel somehow that joke wasn't funny, or that was a bit too much, then that's how some people always are going to feel no matter what you say. So you have to just like take the edge off a little bit and allow yourself to make some mistakes from time to time. Because to be quite honest in conversation and particularly is going to happen because people are so different and you just never know who you're communicating with, but let's talk about how to actually break the ice with strangers, because I know this is really important for us when we are expanding our network, we can't always just sit around and wait for people to approach us.

Things are going to happen in a very slow motion tempo. If we take the reins, if we actually take control of the situation, we will become proactive. Then we can actually go up to strangers or initiate conversation with people. And like that our network is going to grow really fast. And you are actually

in charge of it, which is a beautiful feeling. Now, how do we break the ice without looking desperate, awkward, or too eager? Remember when I spoke about always being on the lookout for connecting points. Now, if you want to break the ice with people, that's exactly what you have to do because that's always going to be the most organic and natural way of connecting with somebody. Always find connecting points. Maybe you can comment on something. Maybe you can ask a question. Maybe you want to give a compliment. Anything that connects you in a natural way.

Some examples could be, let's say you are somewhere. There's a nice piece of art standing next to you. And there's a person next to it as well. You could comment on the art, let's say, you know, in the ladies' bathroom. And there's an interesting woman. You would like to start a conversation with why don't you compliment on her dress? Or let's say you're sitting in trying to work in a hotel lobby and you see an interesting person. Why don't you ask if they know what the wifi code is? So you see finding connecting dots like that is really going to become a very efficient method for you, but you need to start thinking about what these connecting dots are. You need to start scanning them. I mean, not, not like this, but you need to really start thinking about whenever you are in a location where you are surrounded by people or a person that you know, would be an interesting person for you to connect with.

Then of course you need to have the courage to strike that conversation. But this is when I really want you to get outside of your head and stop being so much. Okay. I need to have the perfect thing to say. And it has to sound really natural and Oh, you know, I don't want you to have that. I want you to just like, ah, the statue and then just file off the comment like that without really thinking about exactly what you're going to say. Because as soon as you say a comment where you really have been thinking things through is going to sound like you have been really thinking through the best way is just to say it as it comes up in your head and just say it without thinking, because that's the most natural way to say it. And that's the most natural way the person will hear it as you will basically not have the same awkwardness people here when something is really prepared.

So that's why I don't want you to really stress so much about having to be prepared and worrying that you have to have all the lines already in your mind. Do you remember that in this module, I've spoken to you about having a local hangout and developing a good picture memory. This is going to be really handy for you. If you want to break the ice with strangers, recognizing people, when you repeatedly see them over and over again is going to give you a perfect opportunity to break the ice. That's already a reason for you to talk to that person. I mean, how many strangers haven't connected with each other? Because they said, Oh, I think I've seen you before. Or once you're here last week, I recognize you or something like that. And this is such a great thing to start talking about because you don't always have some connecting dots that I've spoken about, but this is actually a connecting dot because you share the same environment.

You have seen each other twice. Now you have seen each other three times. So that gives you a reason to connect. So this is what I mean. You always have to find reasons. Another good reason is having people who you might know in common. Let's say for instance, person A spoke to person B and then there's person C who knows B. But once to get to know a person C can actually walk up to A and say, Hey, you know, my friend B don't you, something like that. And that also gives you an opportunity to connect because you have something in common. Then of course you have the really common off. Literally just say how it is. Let's say you're at a networking event and you're there. And you see person that you want to talk to and you just go up and say, hi, I'm Anna.

I don't know anyone here. So I thought of introducing myself, that's your name? So something like that, we might not really work everywhere because let's say you see it. You were sitting in a hotel lobby doing some work, and there's a person working at another table. You wouldn't necessarily just go up and say, Hey, Amanda, I don't know anyone here. I thought I'm introducing myself. What's your name? Because that will obviously not be fit for that location. But if you are at events in, particularly that is actually suitable. But if you're not at events, I wouldn't say, I don't know anyone here. So I thought of introducing myself, you can just simply say, hi, my name is Anna. What's your name? And then kind of that's it, obviously, that is still going to be a little bit like the person will get a little bit surprised because I mean, these days, people don't do this perhaps so much, but you still have that occasionally.

But of course, I wouldn't necessarily say that this is, this is the best strategy to use for those who are not courageous, because this requires a lot of courage for this reason. I know how it feels only really good networkers and extroverts can, can do things like that. But let's be realistic here. Let's stick to the connecting dots, compliments questions. Maybe can you help me with something comment or something, maybe commenting or something. That's very obvious, like a big elephant in the room, work with those things first. And you're going to see that if you actually start paying attention to these connecting dots, it's going to be quite easy for you to start breaking ice with strangers. And you're going to get a hang of it. If you do it a few times in the beginning of my field, a little bit awkward, but that's again, because you're not used to it.

And you know what I feel, as long as you do this with a bit of a, like, you know, easy going this with you, you taking the edge off, even for the other person, because if you're dead serious approaching somebody or expressing a comment or asking a question of being that serious, the ladies, you are naturally going to make your awkward energy transmit to the other person. So you are going to have an awkward moment this way, the best people who break the ice are always kind of like, ah, you know, laid back. I'm pretty chill and pretty, you know, positive, smiley, happier, maybe joke, full all those energies, just ease the awkwardness. And there is no awkwardness for that reason. So it's really important for this reason that you actually try and relax and not think so much. And just kind of go with the flow and enjoy the process and say things with a smile, you know, just like have fun with it.

So what do we actually then talk to people about? And I feel like we have covered already quite a lot in the previous module of a conversation skills. So don't want to repeat too much, but I do want to mention that one of the things you really have to think about is that your work with charismatic conversation skills that you really try and focus on the other person that you're not just somebody who talks about yourself and never ask questions that you are somebody who shares stories and really engages in everybody who is isn't that conversation. If you can joke when it's appropriate, that's really important, but I wouldn't be the one who's like hogging the spotlight the entire time. If you are good in the spotlight, make sure to also give the spotlight to other people because it's usually, I really appreciate it and just really make sure to acknowledge people and really be present with them in conversation.

That's going to take you so far, even though that this sounds so incredibly simple and kind of, for some people may be obvious things to do, but really that's what makes a person good in conversation, like have spoken about conversation, topics that are of course taboo topics. There are good topics. There are bad topics. We do not discuss anything that has to do with politics. How much money somebody makes something sexual, something offensive, something that is very hot in the moment that can cause people to divide. You. Don't talk about things that really can cause emotions or that are somehow off limits in some way, really try and stick to general topics of interest. I think travel is such a good topic. Maybe local news that are not necessarily something triggering, maybe talk about local events, maybe some recommendations of restaurants or events. I also think it's important to ask open ended questions.

So, so definitely not a question where people can just say yes or no, but actually when they have to give you some more information, let's say, instead of saying, as an example, have you traveled somewhere interesting lately? You say instead, so where have you been lately that you enjoyed and could recommend now that is an open and the question because the person actually needs to give you a proper answer, not just a yes or no. I also think that it's important to think about asking the right type of questions so that the conversation keeps flowing. You don't want to just kind of ask a question and then, and then not have any followup questions have always follow up questions because that makes people feel like you're interested. And it also keeps the conversation going for longer periods of time. And whenever you can also give some form of meaningful answers, wherever, if the person says something that, you know, you can pick up on, maybe something interesting, you can maybe give your 2 cents something so that the person also can piggyback of something and ask you maybe a following up question.

I also think it's important to somehow use your intuition, to read a person and, and pick up on clues of things that they would perhaps find interesting to talk about. Maybe you have discovered that you have some mutual interest, or maybe you have some of mutual experiences in life. Why not raise

those subjects? If you know that the person is currently refurbishing their home, then you know that maybe that person is interested to talk about decorating currently, because that's very much what the person is doing right now. I also think it's important to keep sharing your personal stories, but never private and never intimate stories. There is a big difference between being personal and being private. Now, personal stories really helps growing a connection with another person and also makes another person open up. For some people. It will require a bit of courage to open up, but you will notice how useful this is, especially if you want to come across as somebody very charismatic and have high people skills.

Cause you're going to be more, become more like likable like that. I think that when you treat a person like a friend and not like a stranger, even if the person is a stranger, like, think about your tone, the way you talk to a friend compared to when you're talking to a stranger, you have different tones. If you kind of speak to a stranger the same way in your tone, that you will speak to a good friend, that person will actually end up liking you more. And because that person will feel some form of stronger intimacy with you, even though they don't know you, but the trick here is of course, to not kind of be kind of buddy. And that being kind of change your words. I'm talking more about your tone, how maybe you would be more relaxed, your tone when you're talking to a friend versus to a stranger.

You see what I mean? And also, maybe being a little bit more joke, full a little bit more casual, but not necessarily in the words that you pick, because we don't want you to start using more slang or start using kind of words that are a little bit too casual. You still want to keep your elegant appearance and you want to keep some form of boundaries so that people also respect you. You don't want to go too casual then it's about the tone, the subtleness. In your tone, I would also test the waters of some conversation topics. If you have spoken about, let's say travel and the person looks a little bit on the interested when answering some questions you had on travel, then maybe that's not a conversation topic to further invest in. But if somehow the person shines up so much when they're sharing something, then you know that that person is really passionate about that subject or wants to kind of talk about this subject.

So then you can go deeper on that. A lot of people have issues with small talk. I know that small talk can be a pain. Smalltalk is basically when you talk about the weather and you kind of just building a rapport with a person, let's say it's a stranger, or let's say somebody that you just kind of breaking the ice with initially, or you, you just met and you kind of getting the feel for each other, even though, you know, each other, but small tuck is something we usually do in the beginning of a meeting or when we break the ice. So when we do know somebody, and this is kind of the same thing, again, because people panic so much with small talk, they see it as this horrible, uncomfortable thing, and always like really fake and about nothing. But the thing is that small talk actually serves a very big purpose.

This is how we get a feel for, for each other. This is when our subconscious, our reading each other thinking, do I like this person? Is this person trustable, small talk is there for key to establish that really positive report that you have with somebody. And a lot of people fear small talk because of the potential silence or awkwardness that it can have. But I want you to understand that silence is really not the end of the world. It's okay if silence happens and it does happen from time to time, you don't all the time have to have something to really talk about, just make sure you are comfortable in that silence. And you will notice how that will make the other person comfortable too. I also want you to understand that small talk is a must and it's actually on the voidable. So what do we talk about when it counts the small talk?

Now, anything lights, anything universal in anything general, basically something that anybody can relate to. If it's a business setting or with a specific type of group, then maybe you should have a little bit more intellectual topics as small talk topics. But if you are in a more social setting, then you can definitely have more light and the funds conversations as small talk, I would say some safe universal subjects are definitely, um, entertainment, movies, even the weather, current news, maybe travel. I think anything that you might have in common, the width of that particular group with those people, maybe you have some shared interests, maybe some activities, maybe some people that, you know, these things are great for small talk. I would say your strategy to be really effective with conversation is to the faster you can pinpoint exactly what you have in common with the person and a shared interest and the people that you know, any activities that you do or have in common, try and find out

that as soon as possible, because the sooner you can find out the faster you will have something to talk about and that the higher the chance is that the person will feel a faster connection with you, which is really beneficial for you.

You in the long run, I would not be firing question after question, however, because that can come across a little bit intrusive sometimes. And that can also be a little bit like you're interviewing, definitely ask a lot of questions, but also try and fill in some stories in between. So ask questions and then take a break. And that's some commentary or some stories about you. Then ask questions again. Don't just be questioning question, question, question, because that is a bit too much and people don't really like that. If you are with a talker, good for you. You're going to, I have an easier time, both with small talk and to actually have longer conversation topics. All you have to do then is to let the other person talk and fill in. Sometimes when you feel like it's necessary. However, if the person is an introvert that you're talking to, then focus on sharing your stories and maybe focused on sharing stories that you think the other person might resonate with, trying to help the person to fill in with their kind of 2 cents.

Because if you are just talking, talking, talking to an introvert, that person is going to stay an introvert and that person might actually find it difficult to connect with you in that case. But if you are helping the introvert to actually take the spotlight to by engaging in the way where you're the one mostly talking, but you're say saying such things where you know that actually this introvert have space now to say something they as well, but most people I would say that you will encounter will probably be somehow in between introvert and extrovert. So you don't have to actually pay too much attention to this. But I think it's really good to be aware that whenever you are talking to somebody, always reevaluate, are you an introvert extrovert or somebody in the between, because this way you can also strategize your conversation accordingly. Now, lastly, ladies, let's talk about your elevator pitch.

This is actually a business expression. So we are not really going to have an elevator pitch. What I mean is actually we need to create your short introduction. We all have an introduction that we use when we meet new people and you really need to nail yours like a business needs to nail their elevator pitch. So in business, an elevator pitch works in the way that you basically pitch your business, your company, or your idea in 40 to 60 seconds where you basically sell the whole concept and really make the point interested in what you have to offer. And that was socially. We are not doing exactly this, but socially. We want to pitch ourselves and kind of give a little personal introduction in a subtle way to make other people interested in us and wanting to also give some information about us to the other person so that they can kind of piggyback on something and start a conversation with us on, on that particular thing.

And this one is really important because this is kind of almost part of your first impression when you are being introduced to somebody you want to of course explain who you are, but you want it to make it in a very clever way. Because sometimes when we tell a little introduction about ourselves, we tell it in a way that people might get a little bit of misconceptions about you, or they might jump to conclusions that are not really true. As an example, I know this is very common when let's say women who are not working and they have to kind of present themselves and then a little introduction and they don't know what to say in terms of their work. So they might say that they just do modeling as an example. And that comes across almost as if they're not doing anything. And they're like maybe not the brightest people.

If that makes sense. An example could be a person who is full time a housewife. Now, if you say that you were a housewife, so people might have some connotations to that word. So then it's really important that in your introduction, in your elevator pitch, that maybe you present yourself in the way with that using the word housewife, but you still tell the story about the fact that you are a homemaker, but with words, doesn't make a person jump to conclusions. And that's why it's really important to get your elevator pitch sorted. And when I say elevator pitch, an elevator pitch does not have to be a scripted, actual pitch. I'm talking about in your personal introduction when you meet people, what thing do you want to reveal about yourself? I know for instance, when I had a short career in matchmaking, I used to of course introduce myself saying that I work with matchmaking.

And for me, that became a really problematic thing because actually people got so hung up on the smash making thing that that always ended up the only thing we spoke about. So I really needed to

change my elevator pitch to something else because I was so tired about talking about this matchmaking with every person that I met. So I decided to have different pitches depending on what mood I was in. So if I wasn't in the mood of talking about matchmaking, I would mention the matchmaking. But if I wasn't, I would perhaps just talk about something else. I would just present myself a little bit differently that I work as a consultant or something like that. Your introduction might not also be delivered the same way an elevator pitches delivered in 40 to 60 seconds because usually people ask each other questions that we answer.

And this is what I mean, that you need to have your answers in order. And we're going to do this in the exercise book, but you have to already be thinking about, okay, what are the common questions that usually you get to answer? Definitely you do. Because even though that's a bit of a rude question, unfortunately, people are still asking this, maybe where you from, if there's something unusual about you, let's say you have an unusual name or you have an unusual appearance or something special about you. Maybe you will have to somehow mention that. Maybe it's something about the particular circumstances that you're in. Let's say you do a lot of networking at the sports club where you go, then maybe you will want to have some already ready responses about things that are related to the sports club and your experience in it somehow.

Or maybe you have to talk about your background. Sometimes people start digging into where you studied and what you've done in the past. So it's really important to have it structured in your head. Exactly. What do you want to share? And then what way? And don't remember ladies that we do the work with boundaries. So you have to understand that you don't have to share people, anything you don't feel comfortable with. You don't own people to respond to their questions. If you don't want to disclose how old you are or where you studied or what you work with, you don't have to do that. There are ways how you can get around this thing, and you should never feel pressured because you have to understand that you have boundaries. And there's a lot of people who are intrusive and expect you to violate your own boundaries.

But this is the thing that people are oftentimes not acting with matters. So if you don't want to disclose something, you are not breaking any protocol that other person is, if they insist, or maybe why did they even ask this from the beginning? So if there's something you don't want to talk about, just laugh it away, just change subject. You can also sometimes even say, Oh, I'd rather not comment on that one. As long as you say things with a smile and with ease, then it doesn't come across harsh at all. So you can definitely go for it. I would say probably the key thing that you need to put in your introduction is definitely what you do. And you, if you don't want to disclose what you do, then this close kind of, what's your mission in life or what's your interest or something that, you know, you keep yourself busy with, because I think that's really important for people to know in general to kind of understand, okay, what do we have in common if you don't want to talk about work that maybe talk about kind of your projects or your hobbies or your interests, or what defines you?

What makes sense? So you, you basically, but we are going to do this exercise in the workbook. So I want you to really start thinking about your elevator pitch and how you want to come across, be in charge of your own narrative, be in charge of your own personal brand. Don't forget that everything you put out there is part of your branding. So make sure you have prepared yourself in advance.

## **Secret #6 - How To Exchange Details & Follow-Up With Success**

### **Social Circle Secrets For Success**

So we have spoken about initiating contact, what to talk to people about how to network more efficiently, but now we really need to figure out how do we actually exchange details and follow up with a person because we have done so much work up until the crucial stage of actually establishing a connection you need to somehow wrap up successfully. So that, that leads to something because you can spend all your time and energy in the world talking to all kinds of people. But what if that doesn't lead you anywhere, then why was it just a conversation? Right? We do want to be efficient in our networking. That means that we really need to take exchanging of the details and follow up incredibly serious. Cause if you don't do these things, then it's a wasted lead. And I call it lead in this case because it's just an easier way.

A lead is usually a word that you will say regards to business. But I think in this case, we use it as a nickname for you to actually understand what the conversation is about. Now let's go straight into business cards because there's a lot of questions about if you should have business cards or not. When you are networking socially, remember that we are focusing on social networking now. So if you are using these practices for business purposes, then of course you will be needing a business card. But socially, I would say it's truly an advantage. If you have a business card, however, I wouldn't get a business card unless you have a profession to put on the card because there are something that are called calling cards. When you basically just put your name and phone number or email, whatever it is. But I personally feel like that looks a little bit unprofessional, even if we're not talking about a business setting, but it comes across a little bit.

I don't know, cheesy or desperate somehow for this reason, it's really important for you to have some form of occupation on your business card. If you don't have, let's say you're a homemaker or let's say you are somebody who maybe have an occupation, but you're not necessarily, I don't know. It might not be prestige enough for a business card. You might have a more simple job where business cards are not really creative for those type of jobs. In that case, skip the business cards altogether and just use regular changing phone number in that case. But if you do have the opportunity to create a business card, because you are an entrepreneur, you are a freelancer, you have an occupation, a job that you can actually put with a title on your card, then go for it because that will be really helpful for you. When you exchange details.

If you are designing your own business card, it makes sure to keep it as minimal and high end looking as possible. I would avoid putting pictures of yourself or putting colors or making it look a little bit. I dunno, cheesy. If that makes sense, keep a very minimal layout. You don't even have to have really Photoshop skills to design. In many business cards, providers, they offer like a design. Sometimes they have templates that you can use, or you can actually design your card inside that provider's interface. If you are not good at designing, just keep it black and white, simple text, minimal clean, and you're good to go. Always choose some more expensive finishing in terms of maybe a stronger paper or maybe a, a little gloss or something, because it will make your business card not look like the cheapest thing. You know, you want to actually have a more high end luxurious type of feel to your business card because that's also going to be part of your personal brand.

It's really important details. So what titles should you put? I mean, if you have an established title, then put that title. If you don't have a very advanced title that you perhaps feel proud of in terms of your work, then you can spice things up a little bit and pump the title up with some wording that makes it look bigger than it is because of course on the business card, people are going to be judging you upon it in terms of, okay, this is her title. This is where she works. This is what she does. So you need to kind of come across as somebody who is professional serious has something form of legit type of work. If it just says Anna Bay motto, then that doesn't come across very serious. Or if it says Anna Bay receptionist, and that does also not come across very sweet.

Imagine it said Anna, a S senior administrator much better. It might be the same thing as receptionist, but at least the words are better. So it's about trying to find something that describes you in a way that makes you shine rather than kind of diminishing yourself. So are there any business card etiquette rules? Of course there are in some countries, uh, commonly in Asia and use this as a common practice for Asia always give you business cards with two hands. You should also present the business card in the way that the person receives it so that the card is, would face up, takes up basically position in the way. So it's not upside down. So the person doesn't have to turn it around. You give the card in a way where it's readable when the person receives it in some countries like the middle East, you shouldn't be giving your business card with the hand that is considered a dirty hand.

You really have to be aware of what culture the person is from. So how to actually hand over the business card. Like I said, the Asians you gave with two hands in other countries, you should really be aware of never giving your business card with the left hand. That is not good. You should always be giving them with your right hands and receive their business card with the right hand. That is the correct etiquette unless you are in Asia. Another etiquette don't is not to write on a person's business card in front of them. If you have to write on this card, make sure it's not one day around and make sure whenever you also give your business card, that the business card are crisp and clean. You



don't want to give any worn looking cards where the edges are starting to like bend and things like that.

Or the card has banded before. That does not give a good look whatsoever. So when you're carrying your cards around, make sure you actually do have a holder for them. One really important thing, ladies, we do not give our business card unless somebody has asked us for it. So you only give you a card when the person says, can I have your card or it can have your details. This is really important to understand. So when we start talking about how to actually initiate the exchange, and let's say the person hasn't asked you for your details, you don't just give them your card. You focus on always asking for their card, but we'll talk about this in just a moment, a few more pointers on the business card. Also, when you receive a card, try and comment positively on it, or just mentioned something you don't want to be like, not saying anything or Hmm.

Or, you know, saying something that might make the other person feel a bit strange. You always want to be positive and maybe say, Oh, that's a nice card. Or, Oh, John Smith. Oh, what a wonderful name? Something like that. You know, that was really just an example, but you see what I mean? Just acknowledge something too, to show them that you have seen it just mentioned something briefly. And also it's really important that when you are putting the card away, that you're not just kind of throwing it in your bag or something like that, you actually re take it respectfully, look at the card, maybe say something about the card, and then you actually put it down somewhere. Let's say some people like to put it, let's say in the wallet, or really show that they put it in a place where they're actually going to look at it where they will guard it, where in an important place.

So never throw it. Never just like casually, put it away. Act respectfully, show that you valuing it. Now let's go back to the topic of initiating the exchange. And now when we're talking about both, if you have a business card or if you just want to exchange details with the person. So like I just said, we do not just give them our business card. If they haven't asked for it, we do not say here's my number. If they haven't asked for it, we ask about their details. But it's very important too. Do it in a casual, discreet way. I wouldn't want to ask one specific person about their business card in front of other people. Maybe that's like some intimate friend that, you know, maybe some good friend that you have then yes, in front of that person you can ask. But if you already in the group and you are with some acquaintances, you don't ask just one specific person.

Can I have your card or can I have your number? It's it's comes across a little bit strange. I think it's important to do this exchange as smoothly and confident as possible, but never so that you come across as overly eager. Yeah. So what should your strategy be? The most important is that you collect a number or a card. It's not that important if the person gets your details because you want to be in charge of the situation and you want to make sure this followup happens. I mean, how many times haven't we given out our numbers or exchange details and then a follow up never happen. It's like this everywhere. And if you want to be efficient with your networking, then you need to be on top of your networking game and make sure that you have all the tools for you to use so that you can be proactive.

One, that big goal that you must have is that try and exchange details with everyone that you speak to. Because if you don't, then that was perhaps a wasted leader, some of the best networkers that I've met, they exchanged details with everybody and they follow up with everybody as well. And that's what also makes them so successful. It's important to make sure that you have your cards and phone in an easy access way so that you not have to open your bag and try and find everything habits somewhere nearby so that when you do this exchange process. So things run smoother because nothing creates more awkwardness. When somebody has to like put, put their bags down and start going through everything, trying to find their card or their phone. If you're well-prepared, you have everything there, easy access give, take easy. But what do we actually say when we want to exchange numbers with somebody?

Well, this is what you have to put on your little clever networking game, because the best way, and especially if you don't want to have any awkwardness is to plant seeds during the conversation that you harvest during the exchange phase. So let's say you've had a conversation about X, Y, Z about maybe some art. Maybe you have planted the seed that you know about this interesting art event that's happening next week, and that you might be going, you might also plant the seed saying that

you have a spare tickets. If that person wants to do it, or let's say you have the details to where that person can RSVP to also get on the list for this art event. Now, when it's time to wrap up your meeting, and when you want to exchange details, you have planted the seed that you now harvest. Then you say, can I have your number so that I can send you the details of the woman that is in charge of the list?

Let's say, or give me a detail so that I can send you the ticket and you can join me next Thursday. As an example, this will give you the perfect reason to why you're asking for the person's number, but what's it doing? If you didn't have the opportunity to plant any seeds, sometimes we don't have that opportunity because of the nature of the conversation. How do we then exchange details? And what do we say? I would just say, can I get your details so that I can, blah, blah, blah, whatever you spoke about, you can fill in the blank there. Or if you give me your details, our world, blah-blah-blah maybe something we spoke about, or I would love to talk to you more about XYZ. Do you have a card as an example, you do have to give some form of reason to why you want to get person's details.

I think even just having the simple phrase, such as, why don't you give me your number so we can grab coffee one of these days? Why not? Tonight of the times, the person yeah. Will not have a problem. It will not be awkward. It will be fully normal. And even if the person doesn't want to actually get them, you, their number, they will still give you the numbers. So you really don't have to worry about having rejection here because it's highly unlikely. And yeah, if it happens, it was probably from a very rude person. Now, do you know where the fortune is? The fortune? My deal ladies is in the followup because like I said, it's a wasted lead if you didn't bother exchanging details. But also if you, I didn't bother actually following up, because what that means is that you have just wasted your time without person, and you have wasted the whole [inaudible] of exchanging details.

If you actually didn't follow up on the lead. Now, the sad reality, however, is that most people are not going to follow up. That's just not true way of humans. We are lazy. We are preoccupied. We might cool off when I might not feel those strong emotions that we did in that moment. We might not feel as inspired anymore. The good networkers, however, they always follow up because if they say they're gonna do something, they yeah. Do it. And that's how they read the benefits. Now, how do we follow up cleverly? And the strategy actually is a little bit similar to exchanging details because we're going back to those planting seeds again, because the seeds you plant during your conversation, they are the seeds you harvest when you want to exchange details. And also when you want to follow up and establish a connection and make sure there's a meeting that happens.

So all you have to focus on during conversation is focus on how you can plan seeds and the what those seeds can be focus on. Having seeds that are actually benefiting the person, meaning that you're helping the person with something you're offering the person, something you're giving a service, you're connecting the person with somebody, whatever it is, you are helping that person. So that person gets excited for the followup and for the meetup, let's say so during the conversation, you really need to be observant with the person to make sure you ask the right question, to understand the person's needs, right? Pain points. Because if you can cater for those needs, you will have a much higher chance of establishing this lead. If you do not have anything to offer, then maybe as entertainment, the person might be interested in having a followup with you, but not everybody cares for entertaining when we don't really know a person.

Well, don't forget a lot of people busy on have already a lot of friends. They might not need another friends. You know? So for this reason, it's really, yeah. Put into focus on what can you do? You offer? How can you help that individual it's giving? Because when you start giving people are really going to put you on the map in their life, and then you will end up receiving much more as a result. What's also important to understand is that you always should keep planting seeds even during your followup. So let's say you planted the seed during your conversation that you follow up on. Let's say it's about the art events. Okay? You follow up giving the person the details of the person who's in charge of the list of the art events, perfect job done, but that's not where it has to end.

You can keep planting seeds during this follow up. Maybe you can start talking about during the followup that, Oh, by the way, I think that might be another event coming up, but it's not confirmed yet. I will let you know about it. If that would be interesting for you as an example, or you can say something like I'm organizing a dinner for some of my art friends, maybe that will be interesting to

you if you want to join us as an example. So keep planting seeds during your followup. Even if you already delivered on your first followup, you can plant endless seeds. The more seeds you plant, the better, I would also advise you as soon as you can schedule a meeting with somebody, let's say there is an opportunity for you to actually plan a meeting while you're just in the conversation stage before you even exchanged details or done any followup, try and establish that meeting, and then use it as one of the reasons to why you want to exchange details.

As an example, give me your number so that we do that lunch on Sunday, then you follow up. And so where do you want to go on Sunday example, establishing a meeting already during your first encounter is of course beneficial, but it might not be suitable for everybody, especially, you know, some people are reserved and some people need some time to warm up. You can easily feel the rhythm and feel the person and the conversation with who you can actually go kind of straight to the chase with and what, who you have to do a little bit of work around. The one thing, be aware that there's always going to be a lot of loose promises that are made, and this is really common in networking. And sometimes it's actually quite frustrating because in that moment we might be having all kinds of feelings and we might feel very connected and so on.

But after we left that little bubble and maybe the next day things have cooled off and our emotions have cooled off. So we might not feel as eager anymore. So that ends up a lot of promises were made that didn't end up being kept, but it's okay. It happens. It's part of networking. You don't have to make a big deal out of it or take it, you know, as a rejection or that's you did a mistake or something like that. It's just part of networking. However, you can actually be proactive and make sure that those loose promises still happen, even if they were made by somebody else, you can actually follow up on those loose promises and say, Hey, you mentioned about the Sunday lunch. So where would you want to go? And what Sunday would work best for you as an example, now that person might never have delivered on that Sunday lunch promise, but you end up taking the reins and be proactive around the subject.

So you kind of cornered that person a little bit, but it's for the better, because the person yes, and actually have made that promise. Now, even though we want to be very proactive, like I keep saying, we do not want to be desperate birth and too eager because it does look a little bit bad. If people notice that you are being a little bit too proactive, be kind of low, where's your social status a bit because when you are so all over the place, then people know that, okay, there is some form of desperation there for a reason. So I would still be a little bit hard to get a little bit of exclusivity. Always raises a person status. And if you're not that eager as an example, I would personally not follow up exactly the same day. I would personally, at least wait until the next day to follow up.

Not to you seem overly eager because you still connected days zero. You can take it breather there. You can reconnect on day one. That's fine. I wouldn't have to wait too long though. I wouldn't go so far and like have a two or three day rule, definitely a follow up while the feelings are fresh. Wild, the thoughts are fresh because you don't want to lose that momentum. If unfortunately you were not able to plant seeds and you don't really have anything to follow up on the person about do not panic. I think that this is game over. Now you can, of course keep conversation going during the followup about kind of small talk subjects, but the importance is to try and plant seeds. If you weren't able to plant seeds during the needs or the exchange, then you have to plant the seed during the followup.

So you can start the follow up by just chatting, usually getting to know the person, but make sure as soon as you have an opportunity for planting a seed, you plant that seed. And again, it's about being of service to other people. It's about helping that other person, maybe it's about offering the person something, position yourself in a way with that person notices that you have something to offer and that you can be of service to that person, because then you will become more attractive in the person's eyes. Now, what do we do if we weren't able to exchange details and we still want to follow up with that person is a little bit of internet stalking allowed, or is it too desperate? I definitely think in our social media times, you can absolutely afford finding that person afterwards and social media and connect with them this way.

Start liking, commenting, watching their stories, engaging with them, even if you haven't exchanged details, because it's important that you put yourself from the person's map and you can absolutely reach out to that person in the private message and so on, and really do that because yes, we might

not always have the opportunity to exchange it, tell us, but don't let that kill the lead. Do the followup on social media instead of overwhelming, let's say, although you can actually first start the follow up on social media and then later take it to WhatsApp or conversation over email or whatever communication method you have. It's important thing you have to think about now is that if you want to be a proactive networker, you have to accept the fact that you will probably be the one who contacts the other person more than they contact you. And it's normal for networking. So oftentimes you will come across people who will also take initiative with you. So I'm really describing like the worst case scenario. Now, when you really have to be in control and holding the reins and push this relationship forward. Luckily many times there is a bit of a bounce back and forth and the give and take, just be prepared that if you have to be the leader, just be prepared that somebody is a little bit reserved. Then this is kind of how you can continue forward and still make this connection happen.