

How I Networked My Way to \$28,997...

**"How I Networked
My Way To \$28,977
Worth Of Products,
Infinite Free
Seminar Invitations,
And
Multiple Six-Figure
Partnerships!"**

By Rachel Rofé

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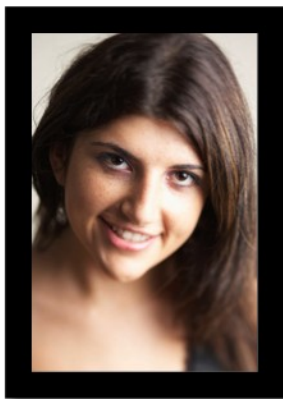
About Us:



Dennis Becker began his Internet marketing career in 1998 by selling on eBay while still running a full time retail business. Beginning in 2002, he became interested in Internet marketing, and spent 3 years trying virtually everything with dismal results.

One day, frustrated and beat, but unwilling to quit, he devised a new strategy to simplify the entire process, starting with a mindset makeover. That strategy changed his life, and he wrote about it in the classic "5 Bucks a Day" book, available at Amazon, or through a link in the resources section.

He also opened an "Insiders Club" in 2007 to help more experienced Internet marketers achieve their first \$1000/day of profits by following proven, sometimes little-appreciated, business models to receive amazing results.



Rachel Rofo has been a full time Internet Marketer since June 2006, and has been on the Internet for over a decade.

Although she's dabbled in many fields, she's mostly known as a membership site expert, copywriter to the "Internet Stars", and offline business expert.

She dedicates her time to learning as much as possible, both in Internet Marketing and in life. She joined the staff of Earn1KaDay in 2010.

You can read more about her on her blog at <http://www.RachelRofo.com>.

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Introduction

Networking is a topic that's very near and dear to my heart.

I said in the headline "How I Networked My Way To \$28,977 Worth Of Products, Infinite Free Seminar Invitations, And Multiple Six-Figure Partnerships!" - but the truth is, I've achieved a lot more than that with networking.

I'm going to share with you some things that are common sense - but I assure you, if you really take them to heart, they'll open up doors you never imagined possible.

The first story that comes to mind is from the first seminar I ever went to. I had a free ticket there because I was a winner of a challenge. When I got there I immediately I met several amazing people - one of whom invited me as his guest to another seminar.

At that next seminar, I met even more incredible people - including a guy I partnered with for about a year (who also sent me a brand new laptop as part of our partnership - it's the one I'm writing from now), several "underground" bigtime marketers (including the guy who wrote the bullets for the original Traffic Secrets letter - awesome guy!), and some great friends that I still stay in contact with and have been there for me when I really needed them.

Since then, I've been to a few other seminars. It was at a seminar that I met Brian McElroy, and he's the one who got me into copywriting.

I specifically mentioned that second seminar though because it shows how much I got out of one seminar. Here are the highlights again:

- Business partnership
- Free laptop
- Met an underground incredible marketer who I'd never meet via computer - he's not really a "spotlight" kind of guy
- Great friends (that I don't even look at as Internet Marketers)

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anymore)

The reason I got so much out of that, though, is because of something that we'll go into later. **I wasn't trying to get anything.**

Another main point that I really want to drive home here is for the skeptical people who might be thinking, **"Well... you're a young female, of course all this happens to you!"**

This couldn't be further from the truth.

(To be honest, I think it's almost a hindrance sometimes - there was more than one instance in which I felt people wanted me around to party with, but they didn't acknowledge my intelligence. That's not what we'll be getting into here though - the point is, there are no excuses.)

I've met several men who network like champions. A few names that spring to the top of my head right away - Eric Farewell, Brian McElroy, Chris Brisson. There's a man that even makes a career out of it - Larry Benet, the Connector.

I'm not going to name older women that are great networkers just because I don't want to offend anyone, but I immediately thought of a few.

Now, you don't necessarily need to go to a seminar in-person to network, but I feel it's the quickest way to build trust and rapport with people and it's what I'd recommend.

I'm going to share with you some of the keys I've learned from in-person networking. I consider all of these instrumental to the success I've achieved and believe anyone can get a lot from them, too.

(Just to be fair, there are other things you can do - go on forums, join like-minded groups - Meetup.com has tons of "entrepreneur" meetings, there's the Glazer-Kennedy Inner Circle meetings in many cities if you can't make an Internet Marketing seminar, or you can use

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things like Twitter, MySpace, or Facebook, to name a few.)

Networking Nuggets...

Listening

The first thing that comes to mind when I think about in any kind of face-to-face interaction is the importance of **LISTENING**. I know it seems very counterintuitive - you want to impress people and let them know exactly who you are and what you know. This way they'll want to stay in touch with you. How can you possibly do that if you're not talking, right?

Wrong.

It's a well known psychological fact that people's favorite topic is themselves. If you want someone to like you, let them talk about themselves.

Ask questions - engaging questions - and show them that you're truly interested.

When it comes time to talk about you....

Rambling

Don't ramble on and on about Internet Marketing. Have an elevator pitch if someone expressly asks you what you do.

I go to seminars now and the tables are turned a little - meaning that I'm not the "newbie" anymore, and sometimes people seek me out to talk to. I can't tell you how much it drains me when I ask someone what they do, and they go on forever and ever. I - like many others - lose interest quickly because I feel like I'm being pitched (whether I am or not).

Don't get me wrong here - I'm not saying not to talk at all, speak only

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when spoken to, etc... but I absolutely think you should be doing more listening than talking, and that you should have more to talk about than just IM.

"Sort Of" Have A Goal In Mind

If I go to a seminar, there might be people I want to talk to and things I want to learn, but I'm more so there to make friends.

I never once went to a seminar trying to get some guru's phone number. There have been times I've wanted to get JV partners, but that was a secondary goal (and I **never** do that any more - I let it happen naturally).

People can see right through that stuff, it's obnoxious, and it's short-lived.

There are multiple instances I can think of where one of my "big-name" friends would see someone that tried to pitch them earlier and they'd make it a point to stay away from them. I remember going in the back entrance of a hotel with them before, or them wanting to hang out in their hotel rooms versus go downstairs to the seminar to avoid people.

It might sound mean, but put yourself in their shoes. It's incredibly draining to have people constantly interrupting your conversations with friends only to see what they can squeeze out of you.

Remember - these people don't owe you anything. Most people are cool enough to talk with anyone for a bit - but when they start feeling that someone's trying to get something from them, they're going to want to get away, quick.

Again - go there to make friends. If you're being genuine, it'll make a relationship a million times stronger than if you're going there with the "What can I get out of this" mentality. And it'll put you in people's radar in a good way.

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Personally, I don't want or expect anything from anyone I meet. Just being in their energy is more than good enough for me. If it happens that we work together, awesome. If not, that's fine too.

It's not that I don't make goals and work for them - I do. But I don't stay attached to any one outcome. For my products, for example - I know the quality is great. By being in people's radar, they see my products and come seeking ME out to promote.

Can you see how much better of a position this would put you in?

Provide Value (But Please, Not The Typical "What Can I Do For You?" Spiel!)

If someone needs help with something, offer it. Give out good ideas freely. Help people. Connect others.

Reciprocity is huge and everything comes back to you, I guarantee it.

That being said... the whole "What can I do for you?" thing (this is just my opinion, but I've heard other people making jokes about it so I feel like I'm not the only one) is over-used and inauthentic.

"What can I do for you" shows you don't really know someone. It's a blanket statement. Offer someone something you see that they can distinctly use.

I've had people PM me and ask to do complete video traffic campaigns for my yayFOOD site.

Think I didn't want to help them after that?

Someone wrote me 20 articles to get a copy critique once. I've had people who wanted me to teach them copy, so they'd write me whole ebooks in exchange for my critiques. I'm working with someone now who writes sales letters for my niche products, and I go through and

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critique them and work with him.

Do you think I don't want to give them enormous value after that?

I'm not the only one. I remember Mike Filsaime talking at a seminar about how one of his reports (I forget which one it was called - it was a year or so ago) was leaked out prematurely, and it had tons and tons of grammatical errors. Heather Vale, who was unknown to him at the time, wrote to him a few hours later with a completely edited and fixed version of the text. He told her he'd absolutely be there for her the next time she needed anything... and he was.

See what people need and go from that. It works.

Seek To Be Friends With People At Your "Level"

All the tips I gave earlier were great for talking to *anyone* - not just big-names.

When you seek to be friends with people at your level, you can catapult to success a lot quicker than if you're trying to grab the attention of people who are more established than you. It's easier, you all have a common goal in mind, and you can create a force.

I'd elaborate, but Marlon Sanders wrote a great Warrior Forum post on the old forum that says it succinctly. Go [right here](#) to view it.

Don't Go To A Seminar Unless You've Done Something

This might just be a "Rachel" thing, but I'm going to say it anyway.

I don't feel you should go to seminars until you've done something - maybe put out a website, made a product... something.

This is because

a) People will take you much more seriously (I can't tell you how many

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times I've run into the same people at seminars who are still "working on" getting a product out there).

b) You won't waste your money. I'd venture to guess that lots of people put out thousands of dollars into seminars and they never even do anything with Internet Marketing. Why not save your money until you're sure you're going to do something?

Quality, Not Quantity

You can easily go to a seminar and meet a million people. It's not hard to collect business cards.

However, if you want to forge lasting relationships, seek out just a few people.

The people you go to dinner with and the ones you hang out at the bar with are the ones who are going to remember you.

I remember when I went to my first seminars, I came home and looked at my business cards, and even with notes on the back I forgot who some people were.

Trying to meet tons of people means you won't stick out to anyone. Seek GREAT connections instead.

Get Noticed and Remembered

Think back to when you were in high school or college, maybe the first few days of classes before you knew the people in your class. Now tell me, which person left the biggest impression: The quiet guy in the back who never made a sound, or the kid who stood up and asked a good question?

That's right, it was the kid who asked a question. He made himself memorable by drawing attention to himself (in a good way). If you

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ever saw him outside of that classroom, he was easy to recognize. You'd exchange greetings because he was a familiar face.

Meanwhile, there were those kids who just blended into the background. They were invisible. Sometimes you'd be half way through the semester before you noticed some of these folks!

This same thing happens at a seminar. If you sit quietly and don't draw attention to yourself, no one will know you're there. Later, when you walk up to people to introduce yourself, you really will seem like a complete stranger.

You can easily give yourself an advantage simply by asking one or two thoughtful questions at the seminar. The way to do that is to:

- Stand up when you're called on, so that everyone can see you.
- State your name (so that people can attach the name with the face later on).
- Ask your question.

For example, "Hi, My name is Rachel Rofe and I'd like to ask a question about how to test the usability of your website...[ask question]."

TIP: Ask a question that you think a lot of others might want to know the answer to. The more interesting the question, the more people will start paying attention to you.

With one simple step you've drawn attention to yourself and made yourself more familiar. Now when you approach someone to introduce yourself, the person is going to smile as you approach because you're a "familiar face." Just like that, you have your foot in the door!

Find a Connection

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If there are certain people you'd like to meet during a seminar, do your research first to find a connection such as a shared interest. Usually, you can find these connections by reading someone's blog and newsletter.

For example:

- Do you share a hobby, such as fly fishing, surfing or collecting swords?
- Did you grow up (or currently live) in the same area?
- Did you attend the same college and/or have the same major?

Obviously, you share one interest – Internet marketing (or whatever the topic of the seminar is). But everyone and their brother is talking about that same topic. It gets tiresome after a while. So if someone opens a conversation with an entirely new topic, that's exciting. Not only that, it's memorable. And because you share an interest, the other person will feel bonded to you.

Let me give you a few example openers you can use (after you introduce yourself):

- "Do you suppose we're the only two chemical-engineers-turned-marketers at this seminar?"
- "Did you bring [insert kids' or pets' names] to the seminar?" (People love talking about their kids and their pets. This is an especially strong connection if, for example, you both have an unusual breed of dog like a basenji.)
- "I just discovered that you grew up about ten miles from where I grew up. Did you ever go to [insert popular place here]?"

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Get a Friend to Introduce You

This one works both online and offline. If you're interested in breaking the ice and starting up a dialogue with someone, have a mutual friend introduce you.

Just imagine it...

Let's suppose you're standing at a seminar and two dozen people stream by and introduce themselves. By the time the next person is heading towards you, you're wondering if you could slip up to your room. At a minimum, you're contemplating putting on body armor and a "do not disturb" sign around your neck.

Now what if the person coming towards you is a friend? Naturally, you'll be happy to see this person – probably even relieved. If this friend introduces you to the person he's with, you think nothing of it. That's just good manners.

Hang on... did you see what happened there? When a mutual friend introduces you to someone, you'll likely have a much different conversation with that person than with the strangers who are introducing themselves. It's relaxed and easy, not forced. You don't feel like the other person is trying to get something out of you.

And likewise, the people at seminars will feel the same way if you have a friend introduce you. This works particularly well if you find the connection first. Then your friend can say something like, "Suzy, I just had to introduce you to John, because you are the only two people I know who collect origami goats!"

Bam... instant rapport.

Stay Connected Between Meetings

All the networking in the world won't mean anything if you don't reach

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out and stay in touch with people.

Make it a point to email or send a note to everyone within a few days of meeting them.

Obviously the more from your heart the act (sending a handwritten note versus an email), the better chances of staying in someone's head, but if you're either going to do email or nothing, go for email.

I remember one time I sent a present to someone because his birthday was right around the corner. We've been really good friends since then, and he's been instrumental to my learning a lot (not about Internet Marketing though - that's why it's so great not to have an outcome in mind).

One more thing: Respect this person's time.

It's great that you've developed a relationship with this person. But just as you shouldn't ramble on the first time you meet, you also shouldn't ramble on or take up a lot of this person's time once you've started developing a relationship. In other words, just because you have your foot in the door doesn't mean you should bust that door down.

Specifically:

- Don't jump on the phone and chat for an hour. You're not the only thing this person has going on. So unless this person calls you and seems eager to keep talking, keep it short (at least until you've built a real friendship).
- Don't ask this person for favors or freebies. For example, just because this marketer might be a copywriter doesn't mean you should ask him or her to help tweak your headline. (If you want that kind of service, hire him or her.) The person might offer you a favor or freebie... but you shouldn't ask for or expect them.
- Don't send out long emails and/or emails that require long

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responses. And don't blast out a "did you get this?" email if they don't answer in day or two.

To Wrap It Up...

There are definitely things you can do to make yourself stand out. Networking can be an incredible way to catapult your learning curve and success... IF, again, you're not going in it with a "What's In It For Me?" mentality.

I realize some of the things I mentioned might seem a little opinionated - but honestly I can only speak out of my truth. Everything I mentioned has been the case to me. Nothing's intended to sound "mean" - but my writing style is fluff-free and I try to get to the point as quickly as possible. I sincerely hope this helped. :)

With love,
Rachel

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Want More? Here Are Some Resources:

[Earn1KaDay](#) – the Internet marketer's Insiders Club where we share tips, tactics, success strategies, and disseminate cutting edge information about 12 different business models.

[5 Bucks a Day](#) – This is how Earn1KADay was born. Learn the techniques that, inspired by a 5-dollar bill, took my Internet marketing income from \$30 a day to \$700 a day in less than a year.

[Action Enforcer](#) – This desktop application that will bring you more focus and let you get more done in less time than you ever imagined.

[E1KAD.com](#) – A comprehensive list of all of our products.

Article Marketing

[7 Minute Article Secrets](#) – How to write any article in 7 minutes or less.

[Article Marketing 365](#) – Learn techniques that will bring you yearlong article traffic.

[Article Profit Formula](#) – Learn the formula that John Taylor uses to make each article he uses worth \$28 (or more).

Copywriting

[Copy Cheats](#) – This takes “best of the best” copywriting lessons and puts them all in one page. Your copywriting skills will absolutely get a lot better after going through this report.

[Ultimate Copywriting Handbook](#) - How to write irresistible, persuasive and engaging sales copy so that you can make more sales for your products and services.

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Freelance Work

[Freelance Profit Method](#) – Discover 23 different ways you can earn money as a freelance writer.

List Building

[List Building Renegade](#) - How to generate massive email lists of targeted, hungry buyers.

Offline Marketing

[Easy Autoresponder Cash](#) – Learn how to set up easy autoresponder sequences for offline customers. Rachel knows one guy who has over 1,000 businesses paying him \$250 a month for this type of service.

[Get Them Online](#) – Learn how to find offline businesses that want to work with you, how to approach them, and the types of services to offer. There are phone scripts and contracts included in this report.

[Make \\$10K In A Weekend](#) – Learn how to give weekend seminars to offline businesses (which can be outsourced to others) and charge \$997 per attendee. We teach you how to get clients (can be outsourced for free), the exact scripts to use at the seminars (written verbatim for you), and a lot more.

Outsourcing

[Craigslist Outsourcing Secrets](#) - How to Expand Your Business Growth by Outsourcing Your Tedious Tasks to Freelancers From Craigslist

Product Creation

[Conversion Profits](#) – How to make the most profits from any customer that comes to your page. This includes converting your advertisements, sales letter, and any message the customer will see. You get resale and private label rights with this.

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[Pricing For Big Profits](#) – Discover how to price your products to offer the most value and also bring in the most money. Most gurus would NOT tell you this stuff.

[Thrifty Marketers Product Launch](#) – How to earn a lot of money, very quickly, without going through the laborious process of doing an entire product launch.

Social Media

[Facebook Fan Page Cash](#) - Learn how to set up and leverage your own Facebook Fan Pages

Becoming Successful

[Anatomy of a Success: Interview With James Schramko](#) – James is on target to do 8 figures this year – and he's breaking down all his secrets.

[IM Quick Start Strategy](#) - Jason Fladlien talks about the mistakes he made that he thinks cost him 150K in 2009. He'll help you avoid those mistakes.

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