

Email #1

Subject Line: Do you make the same business mistake I did?

Hi;

I'm Paul Hatch. I'd like to tell you about a mistake a lot of business owners make. It's something that affects your success. It's a mistake I've made often. A short story to illustrate my point is below.

About 10 years ago I owned a Print Shop in Orem, Utah. I was invited to a networking meeting. It was very different from any other business group. It was actually fun. I saw it as a unique way to meet new business leaders, so I joined.

The culture of this group is patterned after the motto "learn, serve, grow." I understood the idea that we were there to learn about others. We needed to serve them, and grow our connections. The point was to get to know more people and develop relationships. People do business with those they know, like, and trust, so more relationships translates into more business, right?

Subconscious Priorities

Subconsciously, however, I really wanted to sell everyone printing. I remember meeting a dentist and thinking he was a nice guy, but not really in my core demographics. After all, I have three brothers-in-law who are dentists. He lived in Bountiful, not Orem. And dentists don't do that much printing. I was looking for bigger fish.

Email #2

Subject Line: The #1 reason why most networking meetings don't work

Have you ever left a networking meeting with your head swimming? You've heard 60-second elevator pitches from 30 different people. You can't remember who said what. You know some of them might be great fits for what you sell, but you can't remember which ones.

You collected lots of business cards. You want to follow up. You wonder if you're wasting your time. Let me introduce you to a different way to network:

Email #11 Wrap it up

Subject Line: 9 Keys to Your own City of Influence

Over the past few weeks I've given you the keys to creating your very own City of Influence. These 9 keys include:

Avoid Relationships Arrogance

Develop Relationships 'Just Because'

Learn, Serve, Grow

Recognize that Bricks Trump

Swim in Pools

Exit the Coliseum

Decide to Govern

Establish Relationship Laws and Systems

Measure Influence

A City of Influence isn't built in a day, or a week, or even a month. It takes dedication, systems, and time to create your very own City of Influence.