

How To Become More Visible To Your Network!

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- 1) Get on a committee at your local chamber with the goal of eventually chairing that committee. Doing so makes you a “go to” person which dramatically increases your visibility
- 2) Show up consistently in any of the venues you embrace. Doing so gives you that “familiar face” vibe which obviously increases visibility. Doing this in a conventional setting gets in you in pictures which are posted on the networking group’s website and guess what? That increases your visibility dude!
- 3) Your status updates: You should be updating your status updates daily on Facebook and LinkedIn. No need for boring play by play. Consider useful articles, websites, resources, quotes, a link to your blog and even (dare I say) something that makes someone else in your network look like a rock star!
- 4) Comment on other dude’s/dudette’s status updates. A wise balding Jedi once said “Everyone has a story and wants to be heard” Be the friendly voice in the crowd that acknowledges that! There seems to be a whole lotta “I don’t have time for that one” going on!
- 5) Take on the role of “matchmaker” to people in your network. If you do this, you put yourself at the center of mucho relationships which in turn makes you more (come on you know what I’m about to say) . . . VISIBLE! Actually, it makes you downright freak’n valuable! Ponder that, muchacho!
- 6) Increase your visibility by moving all connections to other venues. Example: If you network with someone in the conventional sense, why not increase your exposure by inviting them to connect on LinkedIn, Twitter etc.
- 7) Have an idea that you offer to a prospect or connection with no strings attached. When was the last time you got an “I was thinking of you and wanted to offer you this idea” message from someone? That’s my point . . . nice way to gain visibility because nobody does it!
- 8) Take a look at your prospecting process and then answer this question “In what ways can I be more creative?” Since people need creative solutions to their challenges, demonstrating your creativity will help you stand out! Can I get an AMEN?
- 9) Start your own networking group that targets the audience where you can demonstrate your expertise. This can be done in conventional networking or in a social networking venue like I did with my [LinkedIn Group](#). There are over 14,000 people there that I’ve increased my visibility with. Yay Me!
- 10) Write an actual note when you send an invite on LinkedIn. Since 9 out of 10 people are lazy and use the lame template . . . you get to stand out!

- 11) Rinse and repeat when someone invites you! Don't just accept the invite . . . send them a note. Thank them for the invite. Tell them you wet the bed when you were 3 . . . Gotcha but you'd have to admit you would stand out!
- 12) Move all virtual relationships to real time. Set a goal of at least 5 per week. This will help you increase visibility big time, because most people leave their connections on a computer screen!
- 13) Host [Social Networking Mixers](#)
- 14) When prospecting: Plan an occasional late night to make some 8:00 pm calls. In this case you are intentionally trying to avoid catching a prospect in the office so you can leave this message "Mr prospect this is (your name and co name) and no the time stamp isn't deceiving you, it really is 8:00 pm. I was actually finishing up a project for a client and was thinking about an idea for you. Sorry for the after hours call. I'm sure you get plenty of these from your suppliers so I'll give you a call back tomorrow"
- 15) Keep in touch after someone tells you "No". Continue to provide them with resources and the occasional idea. You'll score points for being a good sport and gain serious visibility because most view this as a "Door slammed shut for all eternity"
- 16) Email your entire network every 6-8 weeks with a no strings attached, non salesy resource. Many of you will be reading this today because I shared it with you via my network. That's what Uncle Paul is talkin 'bout!
- 17) Each day, find a way to make at least one person look like a rock star. And just for the hell of it, repeat after me "It aint about me . . . its about them!" No go live that and watch what kind of magic happens!
- 18) Take the time to really listen to people. Sales 101? Well, just out of curiosity, how many people in business, do you feel really listen you? That's my point and it costs you nothing!
- 19) Get in the habit of encouraging people. It's a known fact that people gravitate towards people who make them feel good about the cool dude known as "ME"
- 20) Become a beacon of positivity! There's way too much negativity in this world. Find a way to bring a smile to those who know you. Note: I say this as a former frequent flier on trips to "Negative Town". If I can do it . . . you can too!
- 21) Start a blog. That's what I did back in November 2008. Who knows, you might even find your voice in the process like I did!
- 22) Write an E-Book and offer it to your network. Kick that bad boy up a notch by asking everyone to pass it along to their network. Continue to kick that bad boy up a notch by including a page in the E-Book with additional ways they can connect with you! For mucho ideas on E-Books, check out my [Free Stuff From Uncle Paul](#) page.
- 23) Radiate an aura of giving unconditionally . . . without a scorecard.

- 24) When someone takes the time to have a conversation with you on a prospecting call, get in the habit of sending a good, old fashioned “Thank You” card. Nobody does it, so you get to be more visible! Hey, how cool would it be if you found a unique or funny thank you card . . . its all about standing out in a sea of noise girlfriend! Note to my printing friends . . . you absolutely suck and should hang your head in shame if you haven’t printed a unique card to demonstrate your creativity! Just sayin!
- 25) Find your own special way to be a breath of fresh air to those who have honored you with their interest!

Some Cool Next Steps If You Like What You Read . . .

Go to my website <http://yoursalesplaybook.com> and click on the “Free Stuff From Uncle Paul” tab. I have lots of free downloads for you. You’re welcome! 😊

Sign up for my [free sales tips](#). I never give out your information and you won’t get any sales pitches from me because this is my way of giving back!

Join our [Linkedin Group Sales Playbook](#). We have over 14,000 members and 500, spam free discussions. We don’t allow any of the shameless self promotion you see in the other groups . . . just pure discussion the way these groups were meant to be.

Finally, please pass this along to your network and pay it forward!

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