

#lunchwithlorry Supercharge Networking

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2022 SMPS Heartland Regional Conference

Who Is Lorry Rifkin?



Lorry Rifkin, CPA, has 40 years of business experience in accounting, operations, sales, and marketing. He shares his business experience with others to make their journey easier.

- ***#lunchwithlorry – Teaching you and your employees networking to grow your business and reach your target audience.***
- ***Clarity Management – Interim CFO COO, Cash Flow, Process and Profit improvement mentoring and services.***
- ***Accounting Solutions Of WI - Proactive Bookkeeping services with monthly mentoring (not coaching)***

Exercise For Everyone

Who in the room is on:

LinkedIn?

Facebook?

Instagram?

Exercise For Everyone

Are you an introvert or extrovert?

Exercise For Everyone

Before you leave introduce yourself and connect to the people next to you.

What is Networking?

**Understand that this is the true definition of
networking:**

Networking is Sales.

Of the most important product in the world

You or your organization. TM

**This means we are all salesman working to
sell ourselves to people we meet.**

What is Networking?

But our job is not to just sell our products or services.

You also want to sell potential:

- Vendors.
- Investors
- Employees
- Friends

That you are a valuable resource in their network.

**You cannot network unless
you start.**

For years I was paralyzed to start networking because I didn't think I could network as well as an extroverted natural networker or post like a LinkedIn expert.

And that was correct. But who cares?

- Just start and every day you will get better.

Now I network better than most extroverts and quickly established myself as a LinkedIn Social Media Influencer.

- But I had many failures and frustrations until I learn the secrete sauce...

There's a Right Way to Network:

**Supercharged Networking:
Build Relationships First,
So Business Will Follow™**

Most people want business from #networking.

But we get it backward. The secret sauce is:

- Creating a relationship with a fellow human being with a personal, not business focus.
- Do this over and over and I guarantee the business will follow.

Relationships are based on:

- Trust.
- Vulnerability.
- Likeability.

**Networking is based on
math and science.**

Networking is based on the natural compounding number e , and it follows the scientific law of conservation of energy.

The math means:

- It takes over 1,000 connections and around 9 to 12 months for you to see results.
- Networking is an exponential, not linear function.

The Science means:

- You have to give energy to your network before taking any out.

If everyone takes energy out, the network will collapse from no energy!

- Patience is needed for the energy to be released by your network in the form of getting what you want.

**Networking is based on
math and science.**

Networking can not be rushed.

- It will take most of you 18 to 24 months to see significant results.
- So everywhere you go ask people to connect with you on Facebook, Instagram, and LinkedIn.
- And do not give up if you do not see immediate results that is normal and expected.

**You need a networking
persona.**

Create a networking persona that resonates with your target audience.

It is the combination of your:

- Give – How you can help others (not sell or ask for something).
- Differentiator – What makes you a unique individual.
- Pitch – What you tell people about you in 30 seconds.

**You need to give to have
any chance to take**

Networking requires giving.

This is a key to networking success. And it is counter-intuitive because we are taught networking is about getting.

- When I switched my mindset from asking my network to help me to me helping my network - magic happened.

**You need to give to have
any chance to take**

You can give in many ways when you network.

- Refer business to others,
- Like, comment, and reshare their social media posts.
- Share your subject matter expertise.
- Help someone who needs a job or is less fortunate than you.

**You need to give to have
any chance to take**

What will your give be?

I am different than 99% of the CPA's.

Here are some examples of how I do that:

- My hashtag #lunchwithlorry which has instant brand recognition.
- Making myself vulnerable.
- Constantly giving to others primarily by connecting people.
- Using interesting stories to get my points across.
- Use pictures and videos besides words.
- Create spins on event no one else has.

<https://Tinyurl.com/mrydwhu7>

**Stand out from your
competitors with unique
differentiators**

Stand out from your competitors with unique differentiators

Being different has its risks so make sure you do it with a purpose.

3 examples of being different.

- Do it better: Introduce people before they come to an event.
- Unconventional: <https://Tinyurl.com/mrydwhu7>
- The combo: <https://tinyurl.com/44rm8m66>

I do not get paid to be different so why do I?

**Stand out from your
competitors with unique
differentiators**

How are you different?

If you had to lead with a hashtag, what would it be?

Your Pitch should prompt a conversation

First, I hate elevator pitches because they are usually very similar.

And they usually tell what people do, not how they can transform my life or business.

This is my old Pitch:

I am a CPA who works for Clarity Management.
I do interim CFO work and financial projects like budgets and projections. My company is located in Milwaukee.

Every interim CFO I have ever met has the same pitch.

Your Pitch should prompt a conversation

This is my current Pitch:

I solve problems and uncover hidden opportunities then roll up my sleeves and sit next to an organization's leadership and get shit done.

It is exactly what clients say I do.

You still don't know exactly:

- My job title.
- The Industry I work in.
- How I do it.

Your Pitch should prompt a conversation

But it works because:

- People are curious about exactly what I do because the pitch is different.
- They engage by asking questions that lead to a conversation.
- Where I can give answers tailored to their interests.

Your Pitch should prompt a conversation

What is your current pitch?

And how can you modify it to prompt questions and engage people?

Strive to become a subject matter expert to drive people to you instead of you having to find them.

Top 2 reasons to develop subject matter expertise:

- If you are not an expert in something, you are a commodity!
- It's a lot easier having people connect with you than for you to find them because people seek out experts.

You should all be experts in your businesses. Tell your network what you are an expert in.

It is easy to create an army of advocates when they spread the word of your subject matter expertise for you.

Strive to become a subject matter expert to drive people to you instead of you having to find them.

What is your primary subject matter expertise that people want?

How will you tell people you are a expert?

**Storytelling is the key to
success.**

In the age of 10-second soundbites, people love to hear a real story.

The power of stories is they are:

- Interesting.
- Great tool to make a point.
- Something others have thought about or experienced.
- Easy to remember.
- A form of giving if the story is about those you meet.

How would you feel if I just meet you and I write a public story about you?

<https://tinyurl.com/2jb246x7>

**Storytelling is the key to
success.**

What story will you tell someone you just met at this conference?

You can supercharge your virtual and in-person networking efforts and get unbelievable results.

- Virtual Networking is different

Most people don't have great success building a network with it because it requires:

- A different set of tools and methods.
- Good organization skills.
- Paying attention to overcome zoom fatigue.

But that means your competitors have the same problems. So, take advantage of that.

To supercharge your virtual networking efforts, you must be more organized and proactive.

Create a virtual networking word template.

It should contain:

- Virtual meeting information.
- Participants' names.
- Pictures of the zoom checkerboard.
- Copy of the chat.
- Follow-up notes.

To supercharge your virtual networking efforts, you must be more organized and proactive.

Virtual networking event organizers.

If you want your event to stand out:

- Connect people before the event not after.
- Remind attendees to put their contact info and LinkedIn URL in the chat.
- Remind attendees to schedule follow-up meetings

To supercharge your virtual networking efforts, you must be more organized and proactive.

The key to virtual networking success is what you do in the 10 minutes after the event.

- Connect on social media with everyone you just met.
- Do a post about the event thank the organization for hosting it and mention who was there and what you learned.
- Send out a meeting request for those you want to follow thru with like the below.

XYZ

It was a pleasure to meet you virtually. Can we do a zoom or in-person meeting in the next few weeks as I would love to learn more about you?

Lorry Rifkin, CPA The #lunchwithlorry Guy

To supercharge your virtual networking efforts, you must be more organized and proactive.

This is an example of a post I did after a virtual #lunchwithlorry event.

A good LinkedIn post will contain:

- What you learned at the event.
- Participant's names.
- Event picture.
- Thank you to the hosting organization or those who helped.
- A soft sell for yourself.

<https://tinyurl.com/2p9256m6>

To supercharge your in-person networking efforts, you must attend events and talk to people so you can follow up with a meeting request.

In-person networking requires you to go up and talk with people.

For the introverts in the room that can be difficult terrorizing.

Use your Networking Persona to your advantage.

If you are an introvert, ask generic questions to generate small talk.

- What is your hobby?
- Where do you like to vacation?
- Why did you come to this event?
- Do you follow sports?
- Have you been to one of these events before?

To supercharge your in-person networking efforts, you must attend events and talk to people so you can follow up with a meeting request.

If you know nobody and there is food and drinks grab a plate and drink and go up to a table of strangers and say:

Do you mind if I put my plate down here for a minute and 90% of the time you can then introduce yourself to the other people and join in their conversations.

Take pictures of yourself with people so you can do a post about the event when you get home.

To supercharge your in-person networking efforts, you must attend events and talk to people so you can follow up with a meeting request.

Live event follow-up.

As soon as you get home.

- Connect with all new people on LinkedIn.
- Do a post about the event, just remember it is not about you.

Make sure your post:

- Is about the organization that hosted the event
- Focuses on those you met.
- Weaves in a soft sell for your benefit. But do not hard sell.

This is a great example.

<https://tinyurl.com/2p89kksz>

**You need a networking
social media marketing
plan.**

With three companies with three different and occasionally overlapping markets, I needed a social media marketing plan.

That plan had various targets and different messaging.

- That is why you might need separate companies, logos, and content delivered in different ways.
- Your social media marketing plan gives you the infrastructure to do that and measure your results.
- If you sell to businesses, you need to do your social media marketing where those businesspeople hang out.

That might not be on Facebook or Instagram.

**You need a networking
social media marketing
plan.**

If you have a social media marketing plan it must be:

- Consistently applied - focus on the give and your subject matter expertise.
- Use a differentiator so people remember you.

Illustrate your differentiator by telling stories. Stories that people remember and that drive people to start a relationship with you.

Will you remember my orange toenails and hashtag?

- Drive engagement. So, you start relationships that lead to future business.

LinkedIn is the preferred social media platform for business so learn to use it.

LinkedIn is the default business-to-business social media platform.

- Setup and individual and company accounts.
- Connect to all your existing connections and new people you meet.
- Build and ask people to follow your company page.
- Engage your connections by giving first.
- Like, comment, and reshare the posts of your connections.
- Showcase your subject matter expertise so create that army of advocates that drive people to you.

A red speech bubble graphic with a white border, containing the text 'LinkedIn Social Selling Index.'

**LinkedIn Social Selling
Index.**

LinkedIn does offer a tool to track your platform success attributes called the Social Selling Index.

This is a snapshot of my score.

<https://tinyurl.com/2acsrprt>

What is success?

Success at networking is:

- Creating an Army of Advocates who sing your praises.
- When more people seek you your product or services out versus you finding them.
- When you feel good by helping those less fortunate.

Questions?

What else do you want to know?

Can I Ask For A Favor?

Can everyone here on LinkedIn connect to me ASAP.
So, I can do a post about today.

In that post I want you to comment about what your
business does and include a link to your company website.

Also, connect with all the others hear today.

Thank You For Attending Today

We covered a lot of ground today if you have questions, please contact me and make sure to connect with me on LinkedIn.



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www.linkedin.com/in/lunchwithlorry

Thank You



Clarity Management. LLC. – Cash flow, process and profit improvement assistance.

www.claritymgt.com

<https://www.linkedin.com/company/18280844/admin/>

Accounting Solutions of WI, LLC – Proactive bookkeeping solutions

www.acctingsolwi.com

<https://www.linkedin.com/company/68801384/admin/>

#lunchwithlorry – Network training to expand you and your businesses connections by building relationships to drive results.

www.lunchwithlorry.com

<https://www.linkedin.com/company/68732997/admin/>