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How to Network Effectively-The Key To Power, Influence and Wealth

Your Etiquette Guide to Strategic and Profitable Networking

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How to Network Effectively: The Key to Power, Influence and Wealth

Your Etiquette Guide to Strategic and Profitable Networking



Why I wrote this report.

“When considering whether to invest in a conference, networking events, or a coach, consider the value, not the cost.”

If networking is not working for you, then the question is who you are networking with!

Niche networking is networking strategically, which simply means you have to have a plan and know who your ideal client is. You can be the best expert, with the best product or service, but if you are in the wrong room you may not make one contact that is beneficial.

I’ve had the honor and privilege to bring together some very influential leaders in the business sector and the religious community. I was able to do that because I saw the benefit it would be to both parties and to the community. I think it helps when you don’t have self serving motives. I listen to each persons’ concerns and needs, and as I went about my business if another person expressed a need or concern and I knew that person A could possibly help person B with their situation and B could bring value to A, then it was a good match, and I would initiate a meeting.

I not only would initiate the meeting, sometimes I would represent one of the parties. It is important to establish the like and trust factor, and to keep all information that you are privy to confidential. It is important to remain natural, which is easy to do when you don’t have self serving motives. However, because I was able to solve problems, people started to recognize me as a problem solver and a resource, which put me in a position of power, influence, and wealth. I positioned myself as the go to person, people knew if they needed or wanted an introduction they came to me!

The person I am today is not the person I was 15 years ago. I felt like many of you, networking was a waste of time and money. Since I was shy and had very little confidence, I could easily justify why networking was not for me. Even though I am an Etiquette and Image Consultant I did not network, and because I did not know how to network effectively my business suffered. Not only did I suffer financially, I also suffered mentally, spiritually and socially, worrying about money, wanting to do more have more but did not know how.

It is most important to have the proper mindset; people know when you don’t have their best interest at heart. **Networking is all about whom you can help and what you can do to add value to someone’s life.**

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I am going to share with you some of the strategies that I've used, that have allowed me to serve my community and some of the most influential men and women in the country.

“No matter what business you are in, you are in the relationship business.”

Harvey Mackay

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Nine Ways To Benefit From This Report

- 1. Follow the tips to advance your own career.**
- 2. Package this booklet as a value-added bonus with a product to sell.**
- 3. Distribute this booklet to your sales team.**
- 4. Make it a part of the curriculum in a business training session.**
- 5. Give it as a gift to new hires.**
- 6. Send it to university and business school students to market your company as a prospective employer.**
- 7. Give it as a gift to a recent college graduate.**
- 8. Customize this booklet and offer it as a “give away” at corporate or association seminars.**
- 9. Pass it along to anyone would find the information of value.**

Section: 1

Know Your Network Niche

“It’s not what you know, but who knows you.” Old adage

Niche networking: First you must know who your ideal client is. You want to learn where they hang out, what associations they belong to, where people who do business with your ideal client hang out.

Grace and Charm Insight: Whom do you know who already knows your target market and can introduce or refer you?

I’ll use the example of fishing, (no I don’t fish, but if I did I would research where I would fish for the type of fish I wanted.) If you want salt water fish, you would fish in the ocean, not in your local lake. So, if your ideal client is a female, between the ages of 21 and 30, single, no children, college educated, and you have a dating service I don’t think you would market your dating service in the PTA magazine.

To be effective you would find out where your ideal client hangs out, what organization she belongs to, which conferences she attends etc. You could go deeper what are her hobbies, what type of movies does she like, where does she shop etc. Those are the places you want to fish. I would probably subscribe to various magazines that appeal to that target market.

One way to be an effective networker is to build a network within your niche. Niche networking gives you the leverage of positioning, you establish yourself as the go-to-person and the expert. Just think about it, you probably won’t find many of your competitors in the same circle as you, most people still use outdated methods to attract clients. Most people don’t research groups or networking organizations before they join. They show up, collect and pass out cards, but most don’t follow up. Those methods don’t and won’t work in today’s competitive market place.

Grace and Charm Insight: Use Google to find lists of associations, and ask people in your target industry about groups they belong to.

Section: 2

Use Your Image as a Tool of Empowerment

Like it or not we are judged by the way we look. “A Harvard study has shown that 55% of someone’s impression of you is based on what people see. 38% on body language, eye contact and body posture, and only 7% on the spoken word.”

You must give careful attention to your dress, grooming and your accessories. Potential clients will judge your quality of work by your physical appearance.

Your goal is to present a professional and credible image. You want to build the like and trust factor. Dressing professionally gives you the advantage over your competitors.

Most people today dress so casually, you are sure to make a lasting impression.

I’m not saying men and women need to wear a business suit everyday of the conference; but you don’t want to wear anything you would wear to a party or the beach. You just never know who you will meet.

For men I suggest pressed slacks (always pressed) and a nice shirt.

Women can wear a nice pant suit with low heels since you will probably be on your feet most of the time.

A word of caution; if you are the presenter for a workshop/seminar you always want to dress appropriately. For men and women a tailored suit is the best way to go. Navy blue or charcoal gray wool or a wool blend is best. I would suggest doing your homework before. If the background of the platform from which you are speaking is dark, then you would not want to wear all dark colors, especially around your face.

A white shirt is always best for men (pressed). Women can get away with color just be careful of wearing too bright of a color around the face. You especially want to use colors that are complimentary if the workshop/event is being taped

Grace and Charm Insight: If you wear an earring (men) or any other visible body piercing, it is recommended that you remove them for any professional event you may be attending. The same goes for tattoos, you want to cover them. Unless, of course you are attending a networking event for body piercing and tattoo artist, Niche Networking!

Section: 3

Your Plan of Action

Before you even get to the event you must have a plan. What are your goals, what type of event it is. Who is it you want to meet. These are the kinds of questions you want to ask yourself before attending any networking event. The answer to these questions will determine your networking venue, and may change your focus and goals.

In you planning it is important to consider:

- ✓ Your budget
- ✓ Time away from your job or business
- ✓ Goals-why are you attending the conference/workshop/seminar?

These three factors alone can sabotage your networking opportunities.

Mr. William R. Patterson, in his research discovered five common reasons people don't attend networking events and conferences; they include:

- 1. They do not think the event will produce a sufficient return on investment.**
- 2. They do not have the money.**
- 3. They do not feel comfortable networking or know how to properly network.**
- 4. They have not identified their value or do not know how to communicate their value to others.**
- 5. They do not have enough free time to attend**

Mr. Patterson makes the following recommendations:

1. If there're key people you want to meet at an event, contact them ahead of time and schedule a 10-15 minute introduction, 30-minute meeting, or lunch or dinner with them during the event. This will ensure you achieve your desired ROI (Return on investment).
2. If money is an issue, partner with others to cover the cost of the event. You can provide value for them by taking their businesses cards and marketing pamphlets, brochures and networking on their behalf.
3. If you do not feel comfortable networking, an [etiquette](#) or networking coach can help you develop greater skills in this area. When weighting the cost of hiring a coach, keep in mind, the right relationship can be worth millions of dollars to you.
4. If you have not identified your value, working with a [business coach](#) can help you raise your profile and create assets, income and media opportunities that would be of value to people of influence.
5. If you do not have the time to attend a networking event, you can send others in your stead. However, realize 80% of your success will be the result of soft skills-your ability to network,

from mentoring relationships, strategic partnerships and joint ventures.

Grace and Charm Insight: Really want to be in the know? Volunteer to work the event. Volunteering will give you the opportunity to meet the event planners, up-close and personal.

May times there are special events planned just for volunteers, and the speakers will stop in to show their appreciation.

Goals-Are you attending the networking event to seek advice? Or are you after information, referrals, recommendations or support.

Grace and Charm Advanced Networking Strategy: Research, research and research. When you are able to articulate what you are seeking, you can choose how to spend your time. You will know exactly which speakers you want to meet and which breakout sessions to attend, what information to collect and what questions to ask.

Section: 4

Hello my name is...

Introducing yourself will help people understand who you are and what you do.

Hand Shakes- The way you shake hands reveals a great deal about you: your personality, feeling, and motivations. Most of all, your handshake conveys your attitude toward others.

When a man or woman shakes hands easily and often, he or she creates a favorable impression, which influences other to shake hands. The person who extends a hand first has a distinct advantage. He or she is being direct, taking the initiative, and establishing control. In the SOCIAL arena the man lets the women offer her hand first.

In business the right hand should always be free for handshaking. Don't carry anything in your right hand.

Grace and Charm Insight: When introduced to someone with a disability, wait for a cue from the disabled person. Shaking hands with the left hand is acceptable.

What Your Handshake Says About You

A firm handshake is vital in the business world. When traveling or entertaining foreign visitors it is wise to research what is acceptable in their culture.



Bone Crusher

This can be painful, men mostly imitate this handshake. When giving handshakes it is important to be mindful of rings worn on the right hand; and people who have arthritis, carpal tunnel syndrome it can be very painful.



The Sandwich Handshake

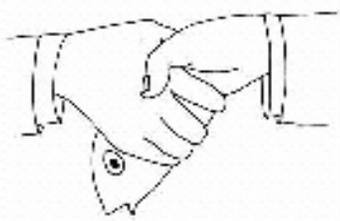
This is the handshake President Obama received so much criticism for when he gave the Queen of England the "sandwich handshake."

This gesture shows more intimacy and is not recommended the first time meeting someone.



The Queens Handshake

Unless you are a queen don't offer just your fingers, doing so indicates a sense of superiority.



Dead Fish Handshake

This handshake says I'm not very sure of myself, a lack of confidence.

Grace and Charm Insight: If your hands sweat, go to the bathroom and rinse with cool water before the meeting.

Always be ready to initiate the handshake. Today's business world is genderless; it is acceptable for women to offer their hand first.



When offering a handshake, connect with the other person web to web, the area between your thumb and index finger. Hold the others persons hand firmly, shake three times maximum, no higher than three to four inches. Smile and maintain eye contact. Always shake with your right hand unless you have a disability. If you have a disability it is acceptable to offer your left hand.

Grace and Charm Insight: A handshake starts a meeting and ends a meeting.



In business the right hand should always be free for handshaking. Don't carry anything in your right hand.

Quote:

Handshakes are the physical greeting that goes with your words.~ Unknown

At the event

The art of small talk: The definition of small talk from Encarta World Dictionary: n. polite conversation about matters of little importance, especially between people who do not know each other well. Small talk is an important people skill.

*Based on research conducted by Harvard University, The Carnegie foundation, and the Stanford Research Institute: **Technical skills and knowledge account for 15 percent of the reason you get a job, keep a job, and advance in a job, 85 percent of your job/career success is connected to your people skills.***

Improve Your Mingling Proficiency:

- Small talk breaks the ice, and puts others at ease.
- Small talk establishes a connection or defines a common denominator between two persons.
- Small talk doesn't require original or profound conversation.
- Small Talk is what people say to each other to be polite. Small talk is a skill that can be learned with a little practice.

Skillfully make your way uninvited into a conversation.

- Ask permission. Extend your hand and say, "Hello, I'm John Doe. May I join you?" The other persons will introduce themselves.
- Avoid breaking into a conversation between two people. It's appropriate to approach a party of three or more.
- Shake hands with everyone. Don't exclude anyone in a small group.

Practice these tips to improve your small talk ability:

- Keep up with current events, locally, nationally, and internationally. Read a newspaper everyday.
- Be the first to say "Hello" and introduce yourself if you don't already know the person.
- Focus on the other person and less on yourself.
- Prepare a set of questions beforehand. Research before the event so you are well informed about the event itself.
- Get the other people talking with leading questions about the event? Asking questions such as their favorite presenter or workshop. Ask questions about their line of work etc.
- Smile and watch your body language. Make eye contact when speaking; act confident and comfortable, even when you're not.
- Before entering a conversation that is already in progress, don't just jump in, observe and listen first.
- Make your exit from the conversation gracefully.
- Always close a conversation before walking away from the other person. For example "It was a pleasure talking with you, I hope we meet again."

Avoid these subjects with others you don't know well: A guarantee way to close the deal, but not the way you want.

- ↵ Your health or diet habits
- ↵ The cost of things. Your car, house, jewelry, etc. Very tacky
- ↵ Personal questions, such as, "How much money do you make?"
- ↵ Mean gossip
- ↵ Off-color jokes, You could be labeled a vulgar person
- ↵ Controversial issues when you don't know others in the group.

20 Tips For The Good Conversationalist:

1. Broad subjects
2. Shows interest in others
3. Flexible
4. Tailor topics
5. Speak from experience and knowledge
6. Direct eye contact
8. Genuine interest
9. Avoid prying
10. Accept compliments gracefully
11. Give compliments gracefully
12. Know When and When Not to Talk Business
13. Armed with Many Topics (not about self)
14. Don't Embarrass Others
15. Speak to Everyone in a Group (not only the person (s) you know)
16. Make Shy People Feel Part of the Group
17. Fill Embarrassing Voids
18. Have a Sense of Humor
19. Know if your are Boring People
20. Smile☺

Grace and Charm Insight:

The Meeting after the Meeting-Don't be in a rush to leave right at the end of the conference, sometimes people you would not normally have access to, are meeting after the meeting. You will find them in the lobby or in the coffee shop of the hotel or conference center. Contacts are made after the meeting. Get to event early and stay late.

Resources:

[Center for Networking Excellence](#)

Liz Lynch helps professionals and entrepreneurs worldwide build the quality relationships that can change their lives...teaching them how to fit networking into their lives, not the other way around.

[NetworkingNow](#)

Your resource for information on and about business networking. This site contains a large knowledgebase of downloadable products to help you tune your networking skills and increase your networking effectiveness.

[The Baron Series](#)

Provides you with cutting-edge strategies; best-practices taught by industry leaders, and highly-effective marketing systems to generate more sales and income.

[Success With Grace and Charm](#)

Become more Charming, Persuasive and Memorable. Proven step by step techniques for successful entrepreneurs, models and entertainers that will help others see you as a SUPERSTAR!

It's no secret some of the links in this report are affiliates. (That is how I pay bills.) I like to consider myself a resource; so I've partnered with some of the best business minds in the industry. In exchange for my recommendation they pay me a fee. You are in no way obligated to purchase or even visit their sites. However, if you feel they may be of help, give them a look.

With Grace and Charm,



Walethia Aquil

Bonus Resource
THE LIKEABILITY PROFILE™

1. Are you a friend of yours?
2. Do you greet people with a smile, give your hand and look them in the eye and give your name with pride.
3. When you answer the telephone, do you answer it with a smile and give your name?
4. Do you invest in your own special knowledge?
5. Do you always say "Thank You"?
6. Do you accept compliments well?
7. Do you keep your problems to yourself unless they directly relate to the situation?
8. Do you consciously try not to make excuses to people?
9. Can you avoid bragging about yourself?
10. Do you accept you for who you are?
11. Do you enjoy life?
12. Do you look at unsuccessful experiences as opportunities to learn and change?
13. Do you look at ridicule as ignorance?
14. Do you handle constructive criticism well?
15. Do you enjoy doing things for yourself, without feeling guilty?
16. Can you adapt to stressful situations?
17. When you say comments to yourself, are they of a positive nature?
18. Do you seek out positive and successful motivated people to associate with and use as role models?
19. Do you want to be involved and contribute something to this world?
20. Do you want to be important?

21. Are you a sincere person?
 22. Are you a sensitive person?
 23. Are you an honest person?
 24. Do you have the best posture for your anatomical structure?
 25. Are you open to new idea's, and to other people's opinions, are you able to see "the other side"?
 26. Do you have a sense of humor?
 27. Do you stand up for yourself?
 28. Do you have good listening skills?
 29. Do you like to learn?
 30. Do you like yourself?
-

It has been documented over and over that before you can truly love anyone, you have to love yourself. This profile has been compiled to reflect the amount of love you have for yourself.

Do you like your body? Do you give it enough rest? And Exercise? Do you eat earthy foods? Do you care about your mind? Do you give it enough challenge? And, finally do you care about your spirit-that essential quality that make you- YOU?

Do you believe in yourself? Do you stand firm in your convictions, even when your closest friends disagree?

Everyone needs reassurance. But, when that is not available, you need to believe in yourself. YOU are unique and special person and you have a lot to offer. Say it to yourself--and believe it!

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EVALUATION:

If you answered **No** to less than 3 or 4 questions, you are extremely likeable and are very close to being the very best person one can be.

If you answered **No** to less than 8 questions, you are still likeable, but need to consider turning more negatives into positives.

If you answered **No** to more than 8-10, questions you probably should re-evaluate yourself, your life and your goals. Take this profile periodically to re-evaluate after improvement is realized.

One of the most important elements of success is Self-Awareness, which is the ability to step back from life and take a good look at who you are and how you relate to your environment, physical and mental world. It is the ability to accept yourself as a unique individual and to be able to recognize your potential, as well as your limitations.

Self awareness is being honest in what you see, knowing your strengths and weaknesses, knowing what you can contribute and recognizing that both time and effort will be necessary in order to achieve this. A winner will be able to look in hemitrope, and like what they see. A winner tries all through life to be the very best in thought, how they view things and in what they do.

This instrument is a self-awareness tool to be used for ensuring Likeability. If you do not like yourself, you'll have difficulty accepting other people's love. Next to psychological, safety, and social needs are the need to be someone and the ultimate need is to feel self-actualized, which is the desire to contribute something.

Socrates says, "Know thyself."

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Walethia Aquil

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Walethia Aquil is Founder and Director of Aquil Consulting and Training and the ***Grace and Charm Success System***. She is one of the country's most knowledgeable and recognized experts in the fields of etiquette and image consulting.

Proving that it is possible for anyone to dramatically change their circumstances, Walethia's own life reflects the ultimate personal transformation story, evolving from a terribly shy and insecure child, embarrassed and self-conscious about her social skills, into a successful CEO, model, award-winning image consultant, etiquette advisor, media expert, and radio host.

"I remember my first date, it was awful, the Junior Couple Dance. A tradition is to have dinner after the dance. I walked into this restaurant, sat down to a table with silverware, a tablecloth, napkins and china, and I was out of my element. I made a decision then that I would never feel embarrassed in any given situation."

For over 25 years, she has coached business leaders and teams, politicians, entertainers, beauty pageant winners, and society's elite. She has helped thousands to boost their confidence, improve their bottom lines, business and personal relationships via television, radio, seminars, and personal coaching.

Walethia hosts the ***Success with Grace and Charm*** radio show and has been a guest on over 100 other television and radio programs. She has received numerous awards including the "Total Image Award" for her outstanding work in the image consulting profession.

She has been featured in *Women in Business Magazine*, publications from the American Business Women's Association and Professional Business Women's Network.

Walethia's ***Grace and Charm Success System*** includes over 30 unique training programs for improving organizational and personal behavior, business and social graces, and effective team building. Her clients include the Small Business Administration, Michigan Department of Transportation, YWCA, and numerous other leading business, government, and faith-based organizations. In addition to being a certified Image and Etiquette/Protocol Consultant, she is a former instructor for the John Robert Powers International Finishing School, coach for the Ms. Michigan Beauty Pageant, and image consultant for the Urban League, and an Ambassador for Dudley Beauty Corp, LLC.

Walethia speaks at colleges and universities across the country teaching etiquette, dress, teambuilding, public speaking, and career development skills. She developed the ***Ideal Girl*** youth personal development curriculum taught in Michigan schools and helped establish the Dress for Success program in Flint, Michigan.

For more information, visit www.GraceandCharm.com or call (866)610-3746.



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Walethia Aquil