

HOW TO BE A POWER CONNECTOR

The 5+50+100 Rule for Turning Your Business Network into Profits

JUDY ROBINETT

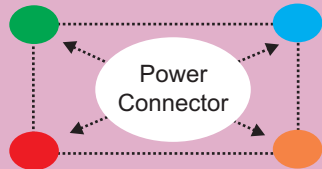
JUDY ROBINETT is founder and president of JRobinett Enterprises, her own management consulting firm. She is widely known as the lady with the "titanium rolodex" and is an active public speaker and networking expert. Over her thirty-year career, she has served as CEO of public and private companies and in several senior management positions with Fortune 500 companies. She has also served on the advisory boards of several early-stage venture capital investment groups and as a member of an award winning Department of Commerce team. She is a graduate of Utah State University.

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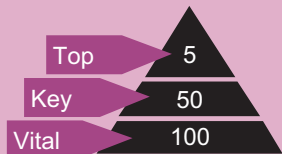
ISBN 978-1-77544-812-9

MAIN IDEA

Power connecting is the art and discipline of providing value-adding connections to people in your personal network who would not have met any other way.



To become a power connector, you first have to build a powerful network using the 5+50+100 Rule:



Top 5

Maintain close relationships with the 5 people closest to you and connect with these people daily.

Key 50

Identify the 50 important relationships in your life and business and cultivate these connections every week. Always look for ways to add value to the people in your Key 50.

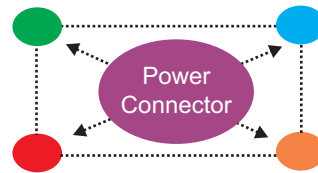
Vital 100

These are the 100 people you want to touch bases with every month to stay top of mind. Keep these relationships fresh by looking for every opportunity to connect these people with others who they need to know.

“When you organize your strategic relationships by the 5+50+100 model, it gives you a sense of control and organization that will make your life easier. Evaluate your current relationships and choose who will go in which circle. I hope that you know who your Top 5 are immediately. For the Key 50 and Vital 100, however, you may need to do some thinking. You want to ensure that you are selecting the best people for your power circles.”

– Judy Robinett

How to Be a Power Connector



Phase 1	Prepare to power connect
Phase 2	Target, connect and engage
Phase 3	Reconnect, activate and multiply
Phase 4	Connect your contacts with others

Phase 1 – Prepare to power connect Pages 2 - 3

To prepare to power connect, you have to go through four basic steps:

1. Gain the power connector mindset
2. Get clear what you have to offer and what you need
3. Evaluate your current network by The 5+50+100 Rule
4. Create a plan to maximize your relationships

Phase 2 – Target, connect and engage Pages 4 - 5

Next you identify the kinds of people you want to add to your network. To do this productively, the three steps which are involved are:

1. Target people who will add value to your network
2. Meet those people and form some immediate connection
3. Engage them – Deepen your connections

Phase 3 – Reconnect, activate and multiply Pages 5 - 6

Once you've met and made the initial contact with someone good, the real relationship building begins. This involves a three-step process:

1. Create a reason to immediately reconnect
2. Assess the connection and activate your system
3. Multiply value to deepen the relationship

Phase 4 – Connect your contacts with others Pages 7 - 8

To signal that you're no ordinary networker, get busy linking the people in your network for maximum benefit for all concerned. You become a power connector by:

1. Mapping the links between your connections
2. Linking the people within your power circles
3. Activating power triangles
4. Doing whatever it takes to make the connection work

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