

Rachel: All right, well, thank you so much for being here!

Honoree: Oh, I'm so delighted to meet you again. Yeah.

Rachel: Yes, me too. Whenever I think about my favorite podcast episodes, yours always comes up to the top of my mind. Really, so this is going to be spectacular.

Honoree: Wow! I'm going to live on that for the rest of the day. Thank you.

Rachel: My pleasure. So, as you know from being here before, the intention behind this show is just to show people, if they have a choice, they can choose a better life. So can you take a minute to brag again? What are some things that you're proud of right now?

Honoree: Right now I'm proud that I have completed my next book. I am proud that I have a 15 year-old daughter who is just the most lovely young lady. I am proud that I have been married to my best friend for almost seven years. And I wake up every morning and he's still there, so I must be doing something right.

Rachel: Those are some great things to be proud of! And yes, your book. So there's so much I want to ask you about that. So, new book called "[Business Dating: Applying Relationship Rules in Business for Ultimate Success](#)." And I know from our last chat that you are crazy qualified to write this book. So seriously, I can't wait to get into the twelve-by-twelve again. Dude, for people listening, this twelve-by-twelve strategy is so spectacular that not only have people been raving to me about it, but someone actually got your address, right, and mailed you fan mail about it. That's amazing!

Honoree: She did! I wrote her back.

Rachel: Did you?

Honoree: Well, I know there are some people that are like, "Oh, I get so much fan mail, I could never write them back." Well, I could write one! So I can write them back. I actually write back everyone who emails or messages me because I think if they take the time to do it, I can take the time to write them back. If that person came through you, even more better, that's awesome.

Rachel: Seriously! So did you snail-mail them back, or did they give you an email address too?

Honoree: No, she put her address on the envelope, so I wrote her back.

Rachel: Oh, that's so cool! I love that. So, OK, let's jump into this book. First question I'm curious on is just, why did you decide to write the book?

Honoree: OK. So, "[Business Dating](#)" is about creating relationships in business. And I found myself, as an executive coach, when I was talking to my clients I was relating personal dating to building relationships in business, or as I've coined it, "[Business Dating](#)." And what I've discovered is that people don't always understand that business relationships take time to build. When two people meet in business, and this has happened to me so many times, is someone would meet me, give me their card, and

then be like "OK, girlfriend, when are you going to show up with all these contacts?" and I'm thinking "I don't know you." And it was kind of like meeting a guy in a bar and going "All right honey, let's go." Right?

Rachel: Yes!

Honoree: And everybody understands. I actually had a client call me earlier today. I sent her an advanced copy of the book. And she called me and she said "This is brilliant!" She said, "Everybody understands what a one-night stand is. Everybody understands someone who tries to get to you faster than you would like them to." And I obviously want to avoid being crass or offending anyone, but you understand what I'm saying. There's that person that will say "Come on. Let's go. Take off your pants, let's get this done." And you're like "What do you mean? I just met you." But that happens in business all the time and it seems to be this commonplace situation.

Rachel: Absolutely. Go ahead.

Honoree: People were complaining to me about it, saying "How do I tell people to slow down?" That maybe, after a few times of dating, I would be happy to open up my Rolodex, but just as you want to make sure that the guy you go home with isn't a serial killer, you also want to make sure that the person that you give your contacts access to is not a transactional person that's going to offend them. Because they're not going to hear about it. You're going to hear about it.

Rachel: Yeah! Absolutely, I would 100% agree. I am so glad that you wrote this book. And obviously it is really important to just create relationships, so it is important to know how to do it right if you're going to do it. And I was actually wondering for you, if you had to pick your top three things that you require to be successful, or that would help you be successful, would networking be on there? And what would your other two be, as well, if networking is?

Honoree: Oh, sure. Because yes, I think relationships are one of the things that you must have when you're building a business. When you're building a life! One of our needs as people is connection. We have to be able to connect with other people, I think, to be successful. An unwavering positive attitude is another one. And time management would be the third one, although I could probably keep going. I could probably think of a few more.

Rachel: Yeah! Absolutely, but those are some really good ones. Yeah, I'm just putting them in my daily schedule and for sure, I think those are some of the biggest ones too. So, OK, for those of you who have been listening from the beginning, we mentioned the twelve-by-twelve. Before I even get into the other questions, it's probably really helpful, just for people who haven't listened to the [first show](#), or even people who did, just for the refresher, can you go over that again?

Honoree: Oh, sure. The twelve-by-twelve... all of the things that I write about are basically for me first when I create them. And the twelve-by-twelve system is a system that helps me and now helps my clients and lots of people to keep track of their

network. And it was born out of my desire to do two things. Number one: effectively keep track of my contacts. And number two: stop missing opportunities.

So the way that it's designed now, and it's been around for a dozen years, for me, in its current form, it's a step-by-step process to help everybody to create a viable and enviable network. So even if you've never networked before, it takes you basically from either having one, two, three, or 20 contacts to having 12 dozen solid contacts of people that you know. So 144 people that you know and that know you and you've sat down with them and are building a relationship. And in the overall scheme of life, 144 people isn't that many. But when you have 144 people that know what you do, then there's this really cool thing that happens. I'm sure you want to know what it is.

Rachel: Yes!

Honoree: OK. You have what I call a referral-only business. And a referral-only business is where you're no longer having to go out to random networking events, and no offense to the chambers, but Chamber of Commerce new member mixers, where you're just trying to sort through the large bastions of people to find maybe that one person that you really should know. You've actually already identified who you need to know, organized those people that you know, and figured out who you don't know, discovered who you need to know, and then you have the directive of who do you need to connect with.

Rachel: Absolutely. So how does it work? What do you do for it?

Honoree: And so it's part of the book, actually, I have links to my website where I am actually just giving away the twelve-by-twelve. I kept it as proprietary for my clients, but I just decided with this book I was going to give it to the world, so it's available for free on my website as part of purchasing "[Business Dating](#)." But what you'll do is download the form and it's not even complex at all. It's basically 13 columns, and you identify who your strategic partners are. So as a podcaster, I'm trying to think who a strategic partner would be for you. So I'm going to not waste any more time, and I'm going to say you're a lawyer.

If you're a business lawyer, an ideal contact for you, an ideal strategic partner for you would be a CPA. So you would have your most likely columns and strategic partners starting left to right, from most likely to least likely. So you'd put in CPAs in your network, and then you would say "Oh my gosh! I know Rachel, she's a CPA," and you'd put her name in the box. You've identified Rachel as a contact. And then you'd go "Oh my gosh! This is bad, I have eleven open boxes." And then you'd think "Well, but now I know. I need to know CPAs." And you'd go find other CPAs to network with. So it's directed and non-directed. Does that make sense?

Rachel: Right. Yeah! So I remember you were saying on the last show, you have the 12 different people that would be potentially strategic alliances, and then you pick, you put 12 names of people for each of those columns, so you know. And then you were saying how you would then just reach out to them and say that "I have customers that might be similar to the ones that you serve, and can you let me know a little bit more about the

type of thing that you do, so I know when it makes sense to pass people on to you?" So then you're coming to them, and you're offering them support versus just asking for something. The thing is great!

Honoree: It's the thing that works every time. Every single time anyone has used this language, it gets them in the door. If I call you and I say "Rachel! I network like a super-freak all over the country and I know all these amazing entrepreneurs and I would love to talk to you about your podcast and see if there's anybody I know should be on your podcast," what would you say?

Rachel: Yeah, I would say, that sounds awesome!

Honoree: Yes! But if I called you and I was like, "Hey, I'm so awesome. Can I be on your podcast? And who are all these other podcast hosts that you know that need great guests on their show?" What would you say? You'd probably say nothing, right? You'd be like, click!

Rachel: Absolutely. So you say click. So that means you're calling people, not emailing them?

Honoree: You know what, it just depends. It's varying levels of work. So let's continue with the podcast analogy, because I think it works in this particular situation. If I found that you were a podcast host on [LinkedIn](#), and I didn't know you at all, I would email you and I would say "I'm a networking super-freak. I go to all these cool events around the country. And I know you interview entrepreneurs, and I know some amazing people, and I haven't heard them on your show. Could we have a conversation, or maybe meet in person if you would rather and vice versa, about who I might introduce you to that would just be a great addition to your show?" But the first thing that I would do is connect with you from the place of "Here's why I'm great for you to know, and here's what I might be able to give you. How do we connect?"

Now if someone's made the introduction, I have a little bit more of an ask. But if I'm going at it totally cold -- when I moved to Austin several years ago, I had identified who my not only strategic partners were but also who my potential clients were. And sometimes they're the same. I coach a lot of lawyers and I refer a lot of business to lawyers. And so I would send them connections on [LinkedIn](#) and I would say "I'm new to Austin, I'm a business coach, I work with people who from time to time could use your area of expertise. Let's connect on LinkedIn." So it was a very shy introduction, just "You look cute. Can I have your number?" Kind of ask, right?

Rachel: Totally.

Honoree: As opposed to "Take off that shirt; I want to see what's under there! Who do you have in your Rolodex, baby?"

Rachel: Seriously!

Honoree: So I was asking with kind of the shy "Hey, why don't we connect? What do you think?" And then when I got the yes, so it would say "Rachel has accepted your

request to connect," then I would follow up with the second thing which was "Oh, thank you so much for connecting. As I mentioned, I'm an executive coach and I work with people and from time to time they need your area of expertise. Can we get together over lunch or coffee, my treat, to discuss who you serve and how you serve them, so that from time to time I could introduce people to you?"

Rachel: So, do you do that with every person? Lunch or coffee?

Honoree: I do.

Rachel: Wow. So, if someone's listening to this....

Honoree: That's my favorite part, the caffeination and the food.

Rachel: Those are great things!

Honoree: Yeah. Even if the date's bad, I'm still getting some yummy morsels.

Rachel: That's a good point. What about for people who are listening to this, and maybe they're thinking they're introverted, or the idea of having to have 144, potentially more conversations is like "Ugh!" to them, what would you say to them?

Honoree: Oh, gosh. I totally get that. Because being introverted or extroverted is not determined by whether you like people, or you resonate with people, it's actually from how you recharge. So the first thing I would say is to honor how you recharge. And if having 144 meetings is overwhelming -- I think having 144 meetings is overwhelming! I would say take it one meeting at a time.

And keep in mind that some of your best friends and some of your best contacts that you have were once people that you did not know. And that over time you developed a relationship, and now you're comfortable with them. And more to the point, when you're sitting in front of someone, they're not going to be asking the majority of the questions. Most likely you are. You're going to be doing the talking. So when you come from a place of curiosity and interest, the person across the table from you is going to be answering all of your questions, and you get to be quiet and introverted and listen and take in information.

What you're trying to determine is several things, the least of which is can they be a strategic partner for you. You have to get to know them. You have to get them talking. So introverts don't want to share so much about themselves also, and you already know about yourself so that's a bonus, so just be prepared with the questions, which I can say here are also in the book too.

So what do you ask somebody? Everyone's like "What do I say? Especially what do I say on the second date? I met them; we told each other what we did, and then what happens?" Right? So there's that "what happens next" kind of conversation. But in the very first conversation, you have all kinds of questions that you can ask the person to find out more about them. To see if you want to ever see them again, do you need to ever see them again? Or could you have what I call the trifecta of awesomeness, which

is they become strategic partners, clients, vice versa, and you also like each other enough to be friends.

Rachel: Yeah, that is definitely ideal. And as you were talking I was also thinking, I know for me, as an introvert, sometimes it's really helpful -- I'll make a meeting with somebody but I'll be very clear, it's going to be an hour or a half-hour, whatever it is. So there's very clear guidelines and I know that I can escape.

Honoree: One of my tricks is, regardless of whether I have a meeting following my meeting; I always have something on my to-do list. And so I keep a very strict schedule and a strict production schedule. But I hate looking at my watch like A. Are we about to or have we gone overtime because I'm so excited to meet you? Or B. How soon is it until I can get out of here? So I actually set an alarm on my phone.

Rachel: Smart.

Honoree: And I say "I have a hard stop at this time, and just so you know I set an alarm on my phone to give us a 5-minute warning." People love that.

Rachel: Yeah! They're probably thinking the same thing! They're probably grateful.

Honoree: Yes. Exactly. And sometimes it's love at first sight and you meet someone and you're like "Oh my gosh! We could sit here all afternoon." And that's the great thing, is you can leave them wanting more, you're left wanting more, and then you can have subsequent dates, which are important also.

Rachel: Yes. OK. So you're looking for these strategic alliances which totally makes sense. I mean, 144 people, I can see them referring you to all kinds of people. Do you also try to follow up with other potential business connections? Like outside of the twelve-by-twelve? Or is your primary focus on that twelve-by-twelve?

Honoree: Well, the primary focus is the twelve-by-twelve, at least for a little while. But that one of the columns in the twelve-by-twelve is the "Other" section. Sometimes you meet someone that's just so fantastic, but you wouldn't know 12 of them. Like I wouldn't know 12 business evaluation....

Rachel: You still there? I'm not hearing anything. Hey, are you there?

Honoree: I am. I could hear you the whole time.

Rachel: OK, weird. Well I'm glad that I can hear you now, so good. So, we can jump right back into it but before we do, I should also say I've been hearing a little bit, I don't know if you're wearing earrings or something, but some kind of a jangly sound. Do you know what that is?

Honoree: No, I don't. But maybe I'll just hold still.

Rachel: OK, well thank you. So the last thing that I heard you say was about you wouldn't know 12 business evaluation, and then boom.

Honoree: OK. So you wouldn't know 12 business evaluation experts, but you might know one really terrific one that's super connected. And so you'll want to put that in the right-most column under "Other."

Rachel: Perfect. So, that makes sense. And so, if you reach out to people and they don't follow up with you, they don't respond, do you have a set amount of times that you'll try reaching out to them again?

Honoree: You know what? Honestly, I'm going to say let common sense and intuition be your guide. If I reach out to someone and we have a really great first meeting and then they fall off the map, and I'm sure you've had that happen, and then someone will surface months later and they've had something happen. I've had everything happen when someone has fallen off the map before. Cancer, death, right? I mean all kinds of things cause -- or a big deal. They'll go into the tunnel working on a deal, and then they resurface later and they're very apologetic. So that's one thing, right? I kind of stay in the relationship for a while, just to see if they're going to show back up. If I don't talk to someone for about a year after we've connected, then I kind of figure that maybe they didn't love me back.

I'm OK with that. But if I reach out to someone and say "Hi! I'd like to potentially give you business," and they don't have the courtesy to respond, honestly they're just not the type of person I want to do business with. Because I'm looking for, and the whole basis for "[Business Dating](#)" is for people to recognize that they can develop mutually beneficial, long-lasting relationships with other people in business. And they can reap all of the benefits from their relationships if they're willing to do the work for them. So if someone doesn't have the courtesy to either accept my invitation or frankly decline it and say "No thank you, I'm not interested," then they're really not the type of person that I can refer business to.

Rachel: Yes.

Honoree: Because if they're not going to respond to me, however you're going to treat me is how I feel like you're going to treat my referrals or my introductions. I'm very careful. I'm very protective of my people.

Rachel: Yeah, that makes a lot of sense. I really like that. And I think I mentioned on the last podcast, but just to reiterate, what I really love about this whole approach, in just going to people and asking how you can help them, it makes me think about if I were to go to my email inbox and just count up the emails per day. I probably get anywhere from two to ten emails a day from people wanting something from me. But to go in and just approach it like not "How can I help you?", or "Let me know if I can do anything to help you," because that's just giving me more work, but if you're actually saying "Here's what I can do that benefits you," of course I'm going to want to listen to that.

Honoree: Yes. Everybody wants someone to call them up or send them an email or a LinkedIn request that says "I have potentially a whole stack of cash to put into your pocket. Would you like it?" Which is essentially what you're saying.

Rachel: Absolutely.

Honoree: It's a different way of saying "How can I help you?" It's a different way of saying exactly the same thing, but in my opinion it's a better way, because it's a way most people aren't asking.

Rachel: Well, it's definitely the better way, because you're suggesting something. When people say "How can I help you?" then I'm thinking, well that means if I want to get help, I'm going to need to research them, go on their website, see what they can do, see if they can fit into what I'm needing, all this stuff. So it's then a 10- to 20-minute chore. Whereas you're going to people and saying "I've been watching you, I know exactly what you need, here's how I can help you." Boom! So much better.

Honoree: Yes.

Rachel: So does the trust bridge come into play here?

Honoree: It does.

Rachel: Can you share what that is?

Honoree: Yes. So when you first meet someone, you sit at the foot of a bridge I call the trust bridge. So picture in your mind a bridge, and we've all crossed one. Maybe even today. And the first handshake or connection with someone is basically where you are sitting at the foot of the bridge and you actually get on the bridge. You have the opportunity to get on the bridge.

Now let's skip to the other side of the bridge, which is where you get all of the good stuff. The cash, connections, and contribution. That's what I call the fruits of the relationship, right? But you're going to have to be on that bridge. And what happens on the bridge is I go from "I know you", which means we've shaken hands, right? We're not friends. I've met you; I know your name is Rachel, that's it, OK? And then we get to trust.

I'm trusting you because I'm having these number of times that we're connecting and we're sharing information about each other. And then we get all the way--oh. We go "know", and then "like" and then "trust" -- sorry, I skipped a spot. So "know" is at the beginning, and "like" -- Oh, I think I like you! I know I like you! Oh gosh, I really like you. I like you enough to trust you, and when I trust you, I'm going to give you my business if I can. I'm going to introduce you to my connections. I'm going to spend time with you. I'm going to develop a relationship with you and on the other side of that trust bridge is the pot of gold.

Rachel: So, I know that just like in dating, every relationship is different. But I mean, there might be an average too. So I'm curious, do you have an average for how long it takes to cross the trust bridge?

Honoree: I don't have an average, but I think that there are five stages. Stage 1 is "Nice to meet you." Stage 2 is "I'm getting to know you." Stage 3 is "I think I like you." Stage 4 is "I'm starting to trust you," and Stage 5 is "I trust you." Now sometimes in one conversation, you're going to go through all of the stages. And sometimes it's going to

take you a year or two years. I think the average number of touches is about seven to ten.

So if you can say from the time that you sent that first email, you had that first handshake, then you went for coffee, then you went for lunch, you went to a networking meeting together. You sent them a piece of business; you sent them a handwritten note because they were lovely and sent you business or spent time with you. By the time you get to seven to ten touches, you're well on your way to the other side. But everyone has a number, Rachel. And nobody knows what their number is, and nobody knows what your number is.

Rachel: That makes sense.

Honoree: For some people, it's one and done. I've met you, we've connected, it's love at first sight, we are separated at birth, we are going to be friends forever, we are the same kind of people. In my book "[Vision to Reality](#)" I talk about P.L.U.s -- People Like U, and me. So when I meet someone who's like my friends, I'll say "Oh, they're a P.L.U. You're going to love this person." So they've automatically crossed over a few of the stages on the trust bridge because I've given them my endorsement. But for most people, it's going to take a few times before someone trusts you enough. And it also depends on what it is that you're selling and how much it costs.

Now I do very high level coaching and it's fairly expensive for some people, and so it takes me a number of times for some people to feel like they can make that investment with me, that what I'm saying is true, and that they're going to get the results that I'm saying that they will most likely get. But for other people, they call me up and they go, "I have 16 people who tell me you're the cat's meow, and here's my Amex number. Can we start right now?" We've obviously crossed all the way over into Stage 5, and I get their cash, their connections, and eventually I can make a contribution to them.

Rachel: Yeah. Totally makes sense. So I'm curious. You mention one of your top three business success secrets is time management. And so, I guess I've been wondering. You have 144 connections and potentially more from the people who are on the last column. And if it's going to take anywhere from one to seven to ten interactions before you cross the bridge, and then you're going to have to maintain the relationship. So that's a lot of relationships. I'm curious what that looks like for you, how much time are you spending on this?

Honoree: I'm spending a fair amount of time. But let's walk all the way through a relationship. So once we have gotten into a relationship with someone, you determine how often you need or want to connect with them. And I'm going to say it's either two, three, four, or six times a year. Very few people are 12 times a year, so monthly. So once I've talked to you and we're besties, more strategic partners, we know who each other are, I don't need to call you every 30 days and go "Hey Rachel! It's me again." You'd be like, "What, does this woman have nothing else to do? Why is she always calling me?" So I'm going to stay in touch with you in a myriad of ways that don't require an hour of time, or a half an hour of time.

Having said that, there are some people, and the 80-20 rule comes into play here, right? 80% of your business is going to come from 20% of your people. So that upper-left-most corner of your twelve-by-twelve is where most of your business is going to come from, and that's where you're going to concentrate most of your time on your relationships. The other 80% of the people are going to take up 20% of your time. But you don't want to do 20% less business.

Rachel: Right.

Honoree: So you're going to make sure you stay in touch with those people. I spend an inordinate amount of time in the car, so I always keep a list of people with me. And I actually, as far as the twelve-by-twelve goes, I schedule the next time I'm going to reach out to someone. They actually pop up in my phone. So if I have someone I need to talk to every three months, if I talk to them today, I'm going to put them in for 12 weeks and their name is going to pop up in my phone. Today's the day to call Rachel. And I'm going to either pick up the phone and call you or I'm going to shoot you a quick email, or I'm going to send you a link to an article, or I'm going to send you a copy of my latest book, or I'm going to send you a copy of my latest favorite book that I'm loving and reading, or just something.

And I have a whole bunch of ways in "[Business Dating](#)" to keep in touch with people that are easy and quick, and yet make sure that people don't forget who you are, so that right when they need you the most they can connect with you. So it takes a fair amount of time but not as much time as you might think. And like any system that you put in place, the majority of the work is going to happen on the front end. But I'm sure you have a best friend that you don't talk to every single day.

Rachel: No, you're absolutely right.

Honoree: I'm sure you have best friends, like I do, that I don't talk to every single day. But months can go by, sometimes years, and we can pick up the phone and it's like no time has passed. Those are these types of relationships, where you've gotten so deep with them, and entrenched with them. I'm thinking of these as lifetime relationships. So that eventually, if I'm only talking to you twice a year, but twice a year it's like I've come home again to you, and we're connecting again. And it just might be the right moment. And for this particular book, it's 99 cents pre-sale on Amazon. So I've sent out a ton of emails to the people who I feel like if I asked them for it they would give me their Amex card number, if I don't already have it. And I said "Hey, you have an [Amazon](#) account, so you're going to pre-order this book for me." Right?

Rachel: Yeah.

Honoree: And I've had a large number of people just say "This is so awesome, I'm so excited for you, and of course I'm going to order this book for you." We're close enough that I can ask them to spend their money for me.

Rachel: Absolutely, and I was thinking as you were talking too. For sure it's going to be one of these things where you put more effort in the beginning. But especially, you have a coaching practice; you have different things where just for your hour output compared

to the money that you get back in, it really makes sense. From a monetary perspective too. Let's say someone has an information marketing business and they sell cheaper information products, would you recommend maybe doing this twelve-by-twelve with potential affiliates?

Honoree: Oh, absolutely. I mean, here's the cool thing about the twelve-by-twelve is A. It doesn't have to be a twelve-by-twelve. It can be a three-by-thirty. It can be a six-by-eighteen. I have one guy who has so many connections that I jokingly say he has a 487-by-622. But this is for the person who's like, "Gosh, what do I do? How do I build a network?" But you can customize it in any way that you want. At its very essence, it's identifying who you need to network with, how many of those connections in that particular area you know, how many you don't know, and what you're going to do to meet them and create a relationship with them.

Rachel: Yeah! I really love just making it a system and making it very easy for people. Especially for people who are more thinkers than feelers. It just really gets that in a very linear, here's exactly what to do kind of fashion which is beautiful.

Honoree: Well, and it's in an Excel spreadsheet. And the cool thing about Excel is you can actually add notes to boxes. So whatever you put inside of a box, there's actually a function that says "Insert Note." And you can actually write a little note to yourself. I'm talking to my connections; I'll put in "New baby due in three weeks." Or "Baby born, Sophia Rose, 3/15." And then I make a note on my tax list which I actually use [Bulletjournal.com](http://bulletjournal.com), which is actually a thing, it's a system, which I love the system. I make a note in my Bullet Journal to send a congratulations note about Sophia Rose. When was the baby due? What's the baby's name? Where do you capture all of that?

So it can either be in your contact management system, it can be in your actual contact in your iPhone or your Android or whatever you use, but it can also be in your twelve-by-twelve. And I keep it all on my desktop. I pop that sucker right open. Who haven't I talked to in a while? And especially when I'm running around, I know I'm going to be in the car for hours, I'm dialing. One call after the next. "Hey, I'm just calling to check in and say hello and how are you..." People love that.

Rachel: Absolutely. Oh and you know what, it just popped into my head, but obviously for people listening, not everybody's going to be in their local area to do coffee or food, so I guess that would just be a Skype date or a phone call, right?

Honoree: Yes! I have a couple of good friends, one in Paris and one in London, and I wish that I could teleport myself over there, but we have Skype dates for sure. And we schedule them on a pretty regular basis so we can keep the relationship going and see each other face-to-face and that's pretty cool. So where there's a will, there's a way, right? That old saying applies here.

Rachel: Absolutely.

Honoree: And some people I've met in person in other places, and then gotten to know them so much better over Skype, not even being in their physical presence.

Rachel: Awesome. So, for introverts, again, that's even an extra added layer, even if you're not in the same city. So another thing you've shared is that you can't do the right thing with the wrong person and you can't do the wrong thing with the right person. Can you share more about this and also just how you know that you've met the right or wrong person?

Honoree: OK, so this came from when I was dating my husband. When I first met my husband, at the end of the first date, he goes in for the kiss and I was like "Oh, wait. Hold on. I have done this before and I am still single, so we are going to try something new." And months later he kind of calls me out and he was like "What was up with that?" And I said I had done a little kissing on the first date and I was still single, so I was going to do something new. And he just looked at me and he's so amazing, my husband. He just looked at me and he said something profound, which was "You can't do the right thing with the wrong person and you can't do the wrong thing with the right person." So if someone's going to like you, they're going to like you. And if someone isn't going to like you, they're not going to like you. There's nothing you can do about it. Right?

Rachel: Yeah.

Honoree: And further to that, and so this was the next step in this process, is the more authentic you are, the more you let people determine whether they like you or they don't like you.

Rachel: That's very true. And I think I'm glad that we went over this, because I think just having that mindset of if I'm going to be authentically who I am, the right people will be attracted and the wrong people won't. It really does give a lot of freedom to just let you show up as you actually are, and just not make a meeting if for some reason you don't connect.

Honoree: Exactly.

Rachel: Beautiful.

Honoree: Don't force it. Don't hide yourself. Be authentically, wonderfully yourself. It goes back to dating in a way, and I didn't write about this in the book, but in retrospect maybe it'll be a blog post. If you've ever met two people that they've become friends, and they're both going on dates, and they come back and they're a man and a woman and she'll go "I just can't find the right guy!" and it turns out that the right guy was there all along. Of course the best friend has fallen in love with her, because she was authentically herself. And she's like "Oh my gosh, I'm in love with him." Because he was authentically being himself. Well, they're out dating and they're showing up as their representative. They're being their false self to try to be perfect for the person that they're dating. And then they come back to their best friend and they're like "Ugh!" And they're totally authentic and they end up falling in love because they were authentic with each other.

Rachel: Absolutely. Have you heard of [Alison Armstrong](#)?

Honoree: I have. I'm a huge fan.

Rachel: Yeah! Me too! So I'll just say for everyone, one of the things that she talks about that I find so interesting is when you're with someone who you find a 10 out of 10 on attractiveness, then you just start to be in this place where it's like your chemicals aren't really letting you act normally because you're just all flustered up with those hormones. So she actually recommends being with somebody that you find a 7 out of 10 on attractiveness so that you can come across authentic. And she said in those relationships, when you're not trying so hard, and you're not at that crazy chemical cocktail, those last the longest.

Honoree: Yeah, I believe she calls it twisting yourself into a pretzel.

Rachel: Yes, yes.

Honoree: You twist yourself into a pretzel to become what the other person wants as opposed to just being authentically yourself. And what's interesting is that's exactly how I was with my husband when we first met. I was like "Look, if it's under 75 degrees and sunny, I'm freezing. So it's 40 degrees and cold outside, so I'm going to wear jeans and a heavy coat. Is that cool?" Because we wanted to go walk around outside and I was like "All right, but I'm going to look like Nanook of the North. So if that's a problem for you, then, move right along!" And then the more authentic I was, the better it worked. And I thought "My gosh, all those years I wasted twisting myself into a pretzel." Wearing high heels and a miniskirt on a date when it's 40 degrees outside and just wishing for the next time I was warm, as opposed to just being comfortable and authentic in the moment.

Enlightening, for sure. And so that's how it is in "[Business Dating](#)." You're just going to meet the people that will be happy to take care of your customers for you, and happy to take care of you. And even sometimes people you can be friends with. And so then you go to dinner, and you hire them, and they hire you, and you're friends, and it's amazing. And they're referring business to you and vice versa. And I have lots of those relationships and they are truly wonderful. Fulfilling all the way around. Now some people are just going to be professional relationships and it's not going to bleed over into the personal, and there's nothing wrong with that. We do have a finite amount of free time to spend socially with people. But for the most part we can really create a number of wonderful relationships that serve you in so many different ways.

Rachel: Yes. And one last thing I just want to add with the authentic piece is I feel like it's going to be a lot easier to create those relationships, not like churn-and-burn, and people not working out, if you're authentic, because that's what people crave.

Honoree: They do. They like you so much more when you're authentically yourself. And even if you have tics, or nuances that are a little crazy, or little things about yourself, idiosyncrasies, they find them cute and amusing. Because again, you can't do the wrong thing with the right person. They're just going to think that you're cute and adorable, and they're going to call you on your nonsense when you need to be called out. But they're still going to love you anyway.

Rachel: Yes.

Honoree: In my opinion, those are the relationships I enjoy the most.

Rachel: Absolutely. So, I'm also wondering, what in your opinion are the four cornerstones of a successful networking career?

Honoree: Gosh, well, they are time, it's going to take a fair amount of time as we discussed to find the right people to be your clients and friends and strategic partners. The second thing is money. You're going to invest a fair amount of money on coffees, lunches, gifts, referral fees if you pay those types of things, to build your stable of solid clients and contacts. So just be prepared and here's my rule. And this is an etiquette rule. I used to teach a class on etiquette and the thing that really got people was if you invite someone somewhere, whether it's to breakfast or to Paris, you pay.

Rachel: Yeah.

Honoree: Right? I mean the number of times I'll go to lunch with someone, they've reached out to me and said "Oh, I'd like to take you to lunch," or "I'd like to you come to this gala benefit dinner with me" and that's \$200. I'll say "All right, I don't mind, but you invited." So the rule for inviting is expect to pay, offer to pay. Now they may refuse for you to pay, or they may say "All right, well if you get this time, then I get the next time." And that's the fun part.

But do the inviting; expect to pay, and then my third tip on that one is don't keep track. I don't ever keep track who paid. Especially if it's me. I always offer to pay. I'm always throwing down. If you get to the restaurant early, give your credit card to the server and just say "Don't take the other person's money." That's one way to handle it. I'm a ninja. But it's going to take that investment, so that's the second cornerstone. The third one is emotion. You have to have genuine affection and caring for those with whom you engage in a business relationship.

If that is not how you are, if you are a transactional person and really just wanting to trade time for money, if you're really just getting to know someone so that they will purchase your widgets or your service or product from you, then my philosophy is that we don't ally. Which is totally fine, I think mine's better. But I think you have to have emotion. I think you have to buy it. Because when you genuinely care about someone, I think the relationship is so much richer. And I don't know that we're taught to care, which is part of the reason that I wrote this book and I'm talking to you. It's because I care about people and want them to do something better. Which is what you're about too.

Rachel: Yes.

Honoree: And then finally, patience. In order to spend the time, and the money, and the emotion, you have to have patience. And so to end up on the profitable side of networking, you have to view this pursuit of building these relationships more like an Iron Man triathlon than a 100-yard dash. That you're going to be in it when someone says "Oh Honoree, I just can't hire you. I'm just not there, but I want to hire you. I'm going to get there." I'm like "Well, you're in luck. Always still going to be doing this in a few years. So, no rush." When the time is right, the time is right.

So let that be for the other person, when the time is right for them. Because some people need to see you 17 times before you cross their trust bridge. But all of a sudden, have you ever noticed how someone will go from really reticent and resistant to you to all of a sudden they like you? You're like, what happened? Honestly all that happened is you hit their number of times. However many times they needed to feel comfortable with you.

Rachel: And specifically what I like about that is, if you're patient and you're not having this kind of formula thing, like an ask before, it kind of takes away the scent of desperation. Which then makes people even more attracted to you.

Honoree: Yes. When it's all on your timing -- I'd like everyone to start yesterday. I mean, for real. That's how I am. That's how I'm wired. It's like "Yes!" I'll call my attorney and he'll say "Well, when do you need this contract?" And I'll say "Gosh, Adam. I had that idea today. So I want the contract yesterday. What do you mean? Is that a trick question?" We're all wired for instant gratification. But the one thing that we can't get instant gratification in most of the time is relationships.

Rachel: Yes. So that made me think, when you were talking about the etiquette part of it, so in your book, you've taught the etiquette classes, you said that some people are surprised with things you share. Do you go over how to be somebody that people want to get to know? From an emotional perspective?

Honoree: Yes.

Rachel: You do. Cool. So what to say, you mentioned the, spectacular. I think that will be really helpful for people.

Honoree: Yes. What to say, when to say it, how often to say it, what to talk about when you're on dates, what not to talk about. There's some things to avoid. You don't ever want to put your foot in your mouth. Someone was saying at dinner the other night that their dad was a professor at a university and she had met this guy at a party and she said "Oh, do you know so-and-so?" and he's like "Yeah, that guy's a real jerk! Why, do you know him?" And she's like "Yeah, that's my dad."

Rachel: Awesome!

Honoree: You never want to say "I hate X type of religion" or whatever, or "I don't like Republicans, or Democrats" or whatever until you know your audience. Part of that is getting to know someone really well.

Rachel: Yes!

Honoree: Before you express any view that might be offensive. Not that we're telling you to be authentic one minute and inauthentic the next minute, but it's also just having respect for yourself and respect for another person.

Rachel: Exactly. I'm glad you said that. I was just going to ask you that, actually. About the authentic and then making sure. Cool. Well I think this has been really spectacular.

The twelve-by-twelve, like I said before, was the highlight of our last talk and so just to be able to drill into this even more and get people a very solid foundation of what it looks like and how to do it is just spectacular. And I'm sure that people are going to want to purchase your book and get all the templates. So can you let people know where to find that? And then also where to find out more about you in general?

Honoree: Sure. So the [book](#) is available on Amazon, like I said, for pre-order. So 99 cents, Rachel!

Rachel: I'm buying it! Once we hang up!

Honoree: Why wouldn't everyone? 99 cents, and then it'll go up later, after it's released. And then [HonoreeCorder.com](#). But the links for all the stuff that we're talking about, the twelve-by-twelve and lots of other goodies in the book are available on my website. So I give that link in the book. So [HonoreeCorder.com](#).

Rachel: Beautiful. Thank you very much again.

Honoree: You're welcome. And I have presents, if you'd like.

Rachel: You have presents?

Honoree: I have more presents, yeah.

Rachel: Oh! Duh!

Honoree: So if people go to [HonoreeCorder/podcast](#), they will find two free chapters of my book "[Vision to Reality](#)" and also a way to get my very first book "[Tall Order: Seven Master Strategies to Organize Your Life and Double Your Success in Half the Time](#)" for free.

Rachel: Sweet! Thank you!

Honoree: I like to get presents, so I figure the best way to get something is to give it.

Rachel: Love it! Awesome. Well thank you again, this has been great.

Honoree: Thank you for having me, Rachel. You are a doll. And I'm always so delighted to talk to you.

Rachel: The feeling is so mutual. Actually, when Christina reached out again, she said "Repeat guest" and I forgot who she was originally working with. I'd seen her name before. But I was like "You want to be back? Yay!" Let's see how much fan mail you get this time.

Honoree: I'm looking forward.

Rachel: Awesome.

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Thank you in advance!

I really appreciate you.

With love,
Rachel Rofé