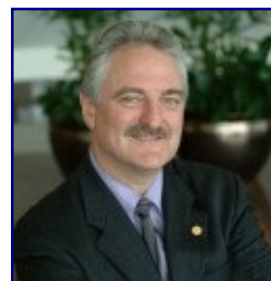


Chris Attwood:

We're so happy to have all of you with us. Welcome to *Healthy Wealthy nWise* magazine's Passions Series interview. My name is Chris Attwood and I'm the Features Editor for *Healthy Wealthy nWise* and co-author of *The Passion Test: The Effortless Path to Discovering Your Destiny*.



For those of you who are joining us for the first time, this interview series is an opportunity for you to learn what you need to do to discover your own passions and live your personal destiny by hearing from people who have been extremely successful at doing that in their own lives.

I have to say that I always love the reminder that the founder of *Forbes* magazine, Malcolm Forbes, gave us when he said, "The biggest mistake people make in life is not making a living at doing what they most enjoy." One of our goals in this series is to help you earn a living doing what you most enjoy, and our guest is an expert at helping people do that.

Dr. Ivan Misner is the founder and chairman of BNI, Business Network International, and since 1985, BNI has built over 4,100 chapters around the world. Last year alone, BNI generated over 3.3 million referrals for its members, resulting in over \$1.5 billion worth of business for its members. So there are a lot of people making a living doing what they love at BNI.

Dr. Misner got his PhD from the University of Southern California, and he's written eight books, including his *New York Times* best seller, *The Masters of Networking*, and his number-one best seller, *Masters of Success*. He's been called "The Father of Modern Networking" by e-academy.com and "The Networking Guru" by *Entrepreneur* magazine.

He is one of the world's leading experts in business networking. He's been a keynote speaker for major corporations and associations around the world. He's been featured in the *L.A. Times*, the *Wall Street Journal*, the *New*



York Times, as well as many, many TV and radio shows, including CNN, CNBC and BBC in London. Ivan, thank you so much for joining us.

Dr. Ivan Misner: It is my pleasure to be here, thank you.

Chris Attwood: Well, it is our pleasure and honor to have you with us. I'm excited and thrilled that this interview with Dr. Misner is going to be conducted by a man for whom I have great respect. Dave Buck is the CEO of CoachVille, one of the largest, most successful coaching organizations in the world.

Dave, it's an honor to have you as my co-host and I'm going to turn it over to you now to conduct our interview with Dr. Misner.

Dave Buck: Thank you, Chris. I'm very excited to be here. Ivan, how's it going, partner?

Dr. Ivan Misner: If I were doing any better, I'd cancel my life insurance.

Dave Buck: Oh, you always say that!

Dr. Ivan Misner: Now listen, my life insurance agent is probably on the line—he's a BNI member—so just so you know, Mike, I'm just joking.

Dave Buck: Good! I know you wouldn't do that because I have met your family and they are delightful, and I know you would not do that to them.

Dr. Ivan Misner: That's right, but things are going great.

Dave Buck: That's awesome, and I'm very excited to be here. Ivan and I are good friends; we've worked on several projects together, so it's really a thrill for me to be able to interview Ivan. He is an amazing human being. He is one of the best people I know, and it's a thrill to be his friend. I'm very grateful for that and for the opportunity to get to talk with him for a while.

He's really pretty hard to get ahold of, so this is actually a treat for me to get some face time with Ivan! Obviously, we're in "Chris's house" tonight, and in his house the topic is



“passion.” I’m very excited to find out about you from the passion perspective.

BNI is an incredible organization. I know that it’s a heck of a story, how it all came together, and I’m sure that story will unfold as we’re talking. How did your passion for life and for business fuel the creation of BNI?

Dr. Ivan Misner: I was a management consultant in the early to mid ‘80s and I was looking for more business through referrals. I really didn’t understand how much the average business person really needed referrals for his business. I loved what I was doing. In a way, I was actually doing coaching before the coaching industry.

We called ourselves “consultants,” but I was aiming at the smaller market—the market today that many of the coaches you work with are aiming at—start-up companies that maybe have a single entrepreneur, all the way to maybe 100 employees.

Probably only 5% to 10% of my clients were big, big companies. Ninety percent of them were small, and I loved helping consult with them and coach with them on building their business. That was my passion in the early ‘80s.

Dave Buck: I agree with you. I would say that knowing and having spent time with you—you are a coach. When I think about what a coach is, a coach is someone whose primary aim is to unleash the greatness in others and that is what you do. I’m sure that’s what you were doing in your consulting work.

Dr. Ivan Misner: I had never thought of it that way, but yes, I like that—that’s good. I certainly try to do those kinds of things.

Dave Buck: Yes, you do it. It’s really exciting, but a little strange having a chat with your good buddy in front of your 800 closest friends around the world. I would say that having been in Ivan’s company, in his office—you walk in there and the place is just jazzed.

It’s not a “normal” company. It’s exciting, people are fired up and they love what they’re doing. When you hear Ivan’s



passion (and you will hear it as we continue to talk), the thing you need to know is that it's not just him. He infuses this in everything around him.

Dr. Ivan Misner: It's funny that you say that, Dave, because I literally just came back from a movie—I took my entire office staff of about 20 people to lunch and a movie, just because we had such a great year last year.

This kind of things helps build camaraderie and helps keep the passion for the business alive, and it keeps it focused on having a good time as well as doing a job, and we have people having a good time; they do a good job.

Dave Buck: Yes, they do, and the passion that you have for BNI has been translated to all the folks on staff there. Everyone I talk to there is really fired up, and it's not mysterious how that happens, because that happens from you and your passion for what you're doing. Let's get back to the basics. You had this great consulting practice—how did that turn into BNI?

Dr. Ivan Misner: I'd like to tell you that I had this vision of an international organization with 4,100 locations in 26 countries, but I'd be fibbing. That's what we have now, but I absolutely did not have that vision when I started BNI. I was looking for some referrals for my consulting business.

I put together some people I trusted—people I knew and they knew me—we trusted each other, we agreed to refer one another and we took only one person per “flavor,” so there was only one lawyer, one banker, one chiropractor. We got together every week and passed each other referrals.

That was it. I thought that's all it would be. Then someone came and couldn't join because of a conflict and she asked me, “This is great—it's organized, it's structured—would you help me open up my own group?” I said, “Sure, I can do that.” So we opened another group and about 25 people came to the first meeting of the second group.

Two people couldn't join though, because of a conflict, and both of them said, “Wow, this is great! I could get a ton of



business out of this. If you help me open up my own group, you can run four of these.” I thought, “Okay, I can run four of these plus my consulting practice.”

We opened up two more and in both of those groups, three people couldn’t join—two in one and one in the other—and all three of them said, “Wow, this is great! I could get a ton of business out of this...” and it snowballed.

Dave Buck: So there was a pattern happening here.

Dr. Ivan Misner: Yes, I realized just how passionate people were about referrals and about word of mouth and how important it was for their businesses. I understood at that time how important it was for me, but I hadn’t really thought about how critical it was for most businesses. We opened 20 locations in the first year by accident. I think that’s when I started to get the vision. That’s when I started to say, “This could be bigger than just Southern California.”

Dave Buck: I really appreciate you sharing the idea that you didn’t have this big vision because I think vision is overrated. You have so many people sitting around and carving out these big visions, but sometimes you’ve just got to start doing something.

Bill Gates just wanted an operating system for his computer; he didn’t have a vision of a global software behemoth. He didn’t have this vision for a huge thing, he just got started doing something that made sense.

Dr. Ivan Misner: It made sense and I really enjoyed doing it. I think both of those things are really important. Once I found something that I loved doing, I wanted to see how I could improve it, make it bigger and spread it first around the United States, and then worldwide, and that’s where the vision started to come in.

For me, vision is just a matter of setting goals. You set goals further out than you can actually see. Do they all come together? No, but the truth is, you’re much more likely to hit a target that you actually set for yourself than a target you don’t set for yourself. From that perspective, I believe in



vision, but vision's always 20/20 in hindsight only. You don't get it all right from the beginning.

Dave Buck: I'm going to herby confirm my premise that you are a coach.

Dr. Ivan Misner: Thanks, I appreciate it.

Dave Buck: You are definitely a coach, there's no doubt about that in my mind at this point. I think you said an interesting thing. You started off with an idea just to get some referrals and you were passionate about your consulting. Then you were like, "This networking thing is pretty cool and there's an opportunity here," plus, you were really enjoying it.

Today we're talking about passion, and I'm wondering if, as this business evolved and grew, did your passions change in some way, did you add new passions, or has it always just been a passion for helping people to get referrals?

Dr. Ivan Misner: It's a great question, and the answer is yes to the last part, but also yes, it changed along the way. I think that's the one constant in the process. I believe that a successful company stays on mission. Our mission is to help people increase their businesses through word of mouth, so we have stayed on mission with that.

With me personally, yes, my passions have changed over the years. My role has changed. It was really exciting to hear Chris introduce me as founder and chairman of BNI because I just stepped up to the chairman role effective January 1st, 2006. I hired a CEO who's been with BNI since 1987, so he's been with the organization for a long time. His name is Norm Dominguez—he's a great guy.

Dave Buck: Yes, Norm is a fantastic guy.

Dr. Ivan Misner: He's a perfect person to be the CEO. When you're in a business and doing the same thing for a long time, it's easy to get stale. I want new adventures, but I want to stay on mission, so how do you stay on mission and have new adventures?

It was a matter of changing my job description. I've got to tell



you, I'm living the dream right now. I'm doing exactly the kinds of things that I want to be doing. It's taken me 21 years to get there, but I'm doing exactly the kinds of things that I want to be doing, which is acting as the spokesman for BNI. I'm working much more on the business than in the business today—by far.

Dave Buck: That's what you should be doing as the outside guy. You've got Norm in there running the show, and he's perfect for that. Then you can be the ambassador for BNI. I think you actually have a bigger role in the world than the ambassador for BNI because you have a particular perspective on business that I think is valuable, especially in this super-connected Internet age.

There's something about face-to-face, meeting people, helping people in your community build their businesses while they help you build your business—I think it's so profound and so needed. I'm really grateful for the work you do to keep the face-to-face side of business thriving. You keep a balance with the “hyper-connected, I've never met you, never seen you, but we're doing the business together” Internet world.

Dr. Ivan Misner: We truly do live in a high-tech, high-touch society. I believe it was Alvin Toffler who first coined that phrase. He said this 25 years ago—that we were moving toward this high-tech, high-touch society. Well, we've arrived, we're there. Online networking, I believe in, so don't get me wrong.

I believe it's a great way to connect with other people, however, I don't believe it's the only way. I believe that you still need to actually connect with people face to face. I think most business people are cave dwellers. They get up in the morning, and they're in this large cave with a big-screen TV.

They go out to their garage, get into this little cave, with four wheels, called their car. They drive to this other really big cave, with computers, called their office. They stay there all day long, then at the end of the day, get back into their little cave with four wheels, drive back to their large cave with the big-screen TV.



They can't figure out why no one is referring them! Well, networking is a contact sport. You've got to get belly to belly with people and talk to them if you want to build trust and relationships with them.

Dave Buck: I totally agree. In fact, we have an initiative at CoachVille to do the same thing, to open a city director program where we get face to face. I think it's great for people to know that we have 30 to 40 people joining CoachVille every day, and we call every one of them and ask, "How did you hear about us?" As it turns out, about 25% of the people from the US who join CoachVille heard about us through someone in BNI!

Dr. Ivan Misner: That's good to hear! Word of mouth works.

Dave Buck: It is definitely working for us!

Dr. Ivan Misner: We're glad to hear that, and I think part of the reason for that is the community that we've developed at CoachVille—the Social Capital & Networking community, which is free to participate in many of the functions.

We do monthly networking fear-buster calls for people who have some fears about networking. They can throw them out there and we talk about them on a telebridge. People can go there by visiting: www.NetworkingCommunity.com or by going to www.CoachVille.com. We really do focus on educating people on how to do this better.

Dave Buck: I wanted to ask you about that. How do people learn how to become a great networker? Whenever you talk to someone successful—and I talk to successful people all the time—you always get the idea that it's always been this way, they've always been successful. You and I have had some great conversations, and it wasn't always so rosy.

Dr. Ivan Misner: I'm a 20-year, overnight success.

Dave Buck: Right! I love your book, *Masters of Success*, and I'm grateful that you've passed all your books along to me. That's one of the good things about being friends with Ivan—you get a lot of free books. There's a place in that book I really liked



where you describe a story where someone visits your home and says, “Ivan, you’re so lucky.”

Dr. Ivan Misner: I’ve got to point out though that you know that, because I told you at one point that he was talking about my home, but in the book, I don’t mention that it was my home that he was looking at. You’ve given a little tidbit that’s not in the book, which is good.

Dave Buck: I’m giving them a good reason to pick up the book because *Masters of Success* is a wonderful book. It’s very informative and inspiring. I want to touch on this topic with you because this idea: “You’re so lucky to have all of this” is not really true.

Dr. Ivan Misner: No. In this story you’re talking about from the book, I had a friend who looked around in my house and said, “Wow, man, you’re really lucky!” I looked at him and thought, “He really doesn’t get it.” I said to him, “Yes, I’m lucky. Would you like to know the secret to my luck?” He said, “Yes! I’d love to know your secret.”

I said, “Here it is. First, I went to college for 10 years. During that time, I started a couple of businesses. Then during the next two decades, I worked about 60 hours a week, mortgaged my house a couple of times for the business and wrote eight books. If you apply that kind of effort to whatever you do, you can be just as lucky.”

The funny thing is, the guy didn’t get it. He heard me, but it just went through and he’s like, “No; I hear what you’re saying, but there’s got to be something else. You just had good breaks.” I talk about this a lot in the book, and I don’t think he was paying attention to the fact that success is about making good choices and hard work.

You’ve got to do both; not just one. People work really hard all their lives; they keep making really stupid choices, and can’t figure out why they’re not successful.

Dave Buck: I’m going to once again confirm my theory that you are a coach. Yes, it’s about making great choices and returning to “Chris’s house” and talking about passion—you mortgaged



your home a couple times, you worked 60 hours a week—the fuel has got to come from somewhere.

It's the fuel to go through those obstacles. I talk about the same thing with me. People say, "Oh, Dave, you have CoachVille. You're so lucky," I'm saying, "Ten years ago I was living in my car and eating one meal a day at all-you-can-eat diners, so if you want to call that luck, then I guess I'm pretty darn lucky."

It's the passion that gets us through these times. I think it would be great to hear some of the challenges you've faced and how your passion got you through them.

Dr. Ivan Misner: We've certainly had a lot of challenges. Any successful person—anybody who is running a successful business has had many challenges in his life. I certainly have. All the way from the beginning—finding the right people in any company is always difficult.

As we're growing and becoming national and international, continually finding the correct people is a problem. In creating a system, one of the things I did early on was to listen to Michael Gerber in his book *The E-Myth*, where he talks about writing everything down.

When you're doing something, write it down so you can make it replicable and as you grow, you can replicate that. He even says in there to do it like you're going to create a franchise, even if you're never planning on franchising. I took that to heart and started doing it. Five years later, I was franchising.

One of the reasons that made it so easy to start franchising was the fact that I had done all of this work that was suggested by Gerber in one of his books. But it was a lot of work along the way—creating the systems by trial and error. If you've ever visited a BNI group and you've said, "Wow—this is great and it's really organized," it's because we screwed up so much along the way that we finally got it right.

We made so many mistakes along the way. We had no idea what we were doing as we were creating it, but we had such



a passion for what we were doing that I think a lot of people were forgiving us for the mistakes we made. Some weren't, but many were.

Dave Buck: That's a very good point. One of my mentors said, "Anything worth doing is worth doing wrong," at least for a little while.

Dr. Ivan Misner: We've certainly done that, there's no doubt about it.

Dave Buck: You and me both. I think it's a good point. When you look at building something and all of the trial and error, mistakes and all the angry customers along the way, trying to get them back and keeping them—often it's the passion for what you're doing that helps people stay with you, even through the chaos.

Dr. Ivan Misner: Yes, it really is. I've dealt with members who were very, very unhappy about something or another, and I'm pleased to say that I think sometimes I'm able to turn them around because of the passion I have for the organization, and talking to them from a perspective of how to make this work—how to see the glass half full rather than half empty and how to make it work for them.

Dave Buck: That's a good point. When you talk about your passion for your business, I have to say that knowing you your passion goes way beyond the business. Your passion for people and for the members of BNI—for every member in every chapter—you have this incredible desire for them to learn how to be great networkers, and to build thriving businesses.

How do you do that? I know what your passion is all about, but how do you actually teach people to be great networkers? How much money was passed through BNI last year—it was some incredible number?

Dr. Ivan Misner: We don't have the number for 2005 yet, but the number that Chris gave was our 2004 number, so we passed 3.3 million referrals and generated \$1.5 billion worth of business for our members worldwide. That's the same as the gross domestic product for the country of Lichtenstein.

Dave Buck: Wow—you guys are like a country now!



Dr. Ivan Misner: That's right—it's a small country, I know. Do you know what's really cool to me? A group of businesspeople from a lot of different countries can get together every week, get to know one another, trust one another, build relationships with one another, and actually pass as much business to each other as a small nation in the world. That just blows me away.

Dave Buck: That's incredible. So how do you do it?

Dr. Ivan Misner: I think a lot of it is education. You have to teach people how to do this. In the BNI program, it's system and education. You have to have a process, a way to show them that is replicable and consistent, and you have to educate them because we don't teach people how to do this in the colleges and universities anywhere in the world.

Dave Buck: Oh, you didn't know I had a networking class in high school?

Dr. Ivan Misner: I don't think so. There are really only one or two colleges in the United States and there may be a couple worldwide—and I don't know of any—that teach a core curriculum college course. I'm not talking about a "one of" class that they just teach one night as a special seminar; I'm talking about a core curriculum college course on social capital or on business networking. There are only a couple in the United States.

Dave Buck: It's incredible it's not there; it's so essential.

Dr. Ivan Misner: Yes. If you ask the average businessperson: "What's one of the most important ways for you to get your business?" nine out of ten will tell you: "Word of mouth." If you say, "Well, how do you build your business through word of mouth?" most people really don't have a clue how to build their business through word of mouth because they haven't been taught in college, in universities, or certainly by their company.

Their company teaches them how to cold call, but they don't teach them how to build it through referrals—at least most companies don't. I think it's very important that there's an



educational component to what we do to help teach people how to network effectively.

Dave Buck: It takes practice and there are methods and techniques you need to learn. If you're serious about creating wealth, this is something you must learn. At CoachVille, we always talk about a learning environment. It's one thing to pick up a book—and you can learn from a book—but most people don't learn well that way.

It's the need to be in it, engrossed in it, and live it. I think that's the great thing about BNI is that you live it every week. You're at a meeting, talking with people, practicing, trying out how you explain what you do. You're actually actively engaged in looking for referrals for all of your colleagues, and it's the practice and the environment, I think, that creates the sustainable success. That's what you guys have done so brilliantly.

Dr. Ivan Misner: I really appreciate that, and that is important to us, but we have many people who aren't involved in BNI, and I must say we'd love to have you in BNI, but there are other networking groups too that can help to build your business through referrals.

One of the things that I recommend to people is that you diversify your networks and participate in a couple different kinds of groups. The keyword here is "different." Don't go out and join two or three groups that are just like BNI. That's one of the reasons we won't let people join two chapters of BNI, because it creates a lot of challenges in and out of the organization.

Join a Chamber of Commerce, a service club, and diversify the kinds of networks you participate in so you can start to build roots throughout the community and create relationships. At BNI, we're meeting weekly, but there are other networks out there as well that people can consider. I tell my BNI members to join the local Chamber, Rotary or other service club.

Dave Buck: That's so true. At CoachVille, we do the same thing. We have diverse communities and we encourage people to join



several communities because I think it's that cross-fertilization that makes life so rich and it's so key to creating business because you never know where business is going to come from.

Dr. Ivan Misner: No, you don't, and you hit the nail on the head—it's that cross-fertilization. You'll meet a whole different group of people in a group like BNI than you will at the local Chamber or service club. It's that cross-fertilization that helps make the kinds of connections you want.

Networks are, by nature, clumpy. They're cluster-like. My friends tend to be each other's friends; your friends tend to be each other's friends. We tend to go in circles that know each other. Interestingly enough, if you really want a powerful network, you want to create connections between clusters of people.

So the more diversity you have in your personal network, the stronger your personal network will be. When I say "diversity," I mean it in many ways—certainly the traditional forms of diversity in terms of gender, race, and ethnicity, but also diversity in types of professions.

If you are a salesperson going after the big corporate market, sometimes they forget about making connections with a painting contractor or somebody else, because they feel that these people don't have contacts. Interestingly enough, in BNI, one of the biggest referrals given out last year came from a Mary Kay consultant.

She sells cosmetics for gosh sake, and yet it was one of the biggest referrals. She happened to be doing the cosmetics for a woman whose husband was a movie producer. He happened to walk by, complaining about the graphic artist they were using, and she referred him to the BNI member and it was worth hundreds of thousands of dollars.

So you never know where great referrals can come from. The key is to have diversity in your network. You don't have to just network with top CEOs; network with quality businesspeople who are different and have different contacts than you do and run with different people than you



do, because then you are building connections between the clumps or clusters of networks that exist around you.

Dave Buck: That's a really good point. You just never know. It's one of those things where you don't want to judge people by their title or position—maybe you don't want to judge people at all, but it's like the way you want to determine who you're going to be around goes along with the theme of this group.

You want to be around people who are passionate about what they do, whether it's Mary Kay, graphic arts, making movies or painting houses. If they're passionate about what they do, those are the people you want in your network.

Dr. Ivan Misner: Absolutely, because if they're passionate about what they do and you're passionate about what you do, they will be passionate about what you do also.

Dave Buck: It's true.

Dr. Ivan Misner: You have to find the right people for your network and by right, I mean people with the right mindset. To me, networking is about two key elements: mindset and skill set. You have to have both. You have to have the right mindset and then apply a certain skill set if you really want to build a powerful network, and both of those things are important.

The mindset, to me, is all about understanding what is called in social capital theory "the law of reciprocity." In BNI, we use a two-word phrase for this, which is "giver's gain." It's powerful.

If you were to go to any BNI chapter anywhere in the world and you were to say, "Tell me what the philosophy of this organization is in a couple words," I'd be shocked if the majority of the chapter didn't tell you "giver's gain." If you want to get business, you have to be willing to give business to other people.

It's predicated on that age-old concept of what goes around, comes around. That's a mindset that most business people don't understand and utilize, and that's one of the reasons why their own personal networks aren't as powerful as they



could be.

Dave Buck: Very nice. It's a great point. It's right in line with what we talk about with coaching. So many of our coaches are BNI members, so we have such amazing synergy in our organization. We're always talking about finding a way to add value. Don't worry about what you're going to get in return; find a way to add value to other people's lives—and that's how you build a thriving business.

Dr. Ivan Misner: Right. Then if you pick and choose the people around you who have a similar philosophy, it will come back to you. You don't want to build relationships with people whom you know are just takers. They're there just to get and not to give. Build relationships with people whom you believe have that same mindset, and it absolutely will come back to you tenfold. There's no question in my mind, and I'm the least new-age kind of guy you'll ever meet.

Dave Buck: It's true!

Dr. Ivan Misner: Chris will tell you that too—but the law of reciprocity really works! If you surround yourself with people who are willing to help you, it's amazing how much business can be done by people who have that same mindset.

Dave Buck: As a coach, I go a lot on intuition and feeling. I get a sense of someone. If you meet someone at a networking event or social gathering, how do you know that they've got the mindset? What are some of the cues—how do you know?

Dr. Ivan Misner: You absolutely don't—and that's part of the problem. I think most people are out there looking to bag the big one at mixers. They're trying to get that big sale, and networking is about relationship building. I think one of the most important things that I have learned in the past 21 years is that it is not what you know or who you know; it's how well you know them that really counts. It's getting to know people.

So when you meet someone casually at a mixer or event, you really don't know and you can't expect to know. The only way you're going to know if you're dealing with somebody who has that kind of mindset is over time. I have my book



Business by Referral at www.Entrepreneur.com.

You can find a banner ad link to that site on the right-hand side of my site, www.BNI.com. You'll see about 50 articles I've written and one of them is on this subject, and that is the idea of establishing what I call the "VCP process" of networking. That stands for Visibility, Credibility, Profitability.

Most people, when they meet people in a networking environment, think that they can just try to close them on a sale right there, when they have barely established the visibility relationship. You've just met. If you want to have reciprocal referrals passed over time with people, you have to go through those first two phases before you can hit that third phase.

You have to be visible in the community and establish credibility with individuals. Only when you've been visible and established credibility can you reach the point where you are in a profitability relationship with other people. All too often, people try to go from A to Z immediately and they can't understand why this isn't working for them.

Dave Buck: It takes time to get to know someone and to feel comfortable. Credibility takes time—you have to prove yourself over time. You can't just go to one networking event and say, "I didn't get any referrals. This isn't going to work."

Dr. Ivan Misner: You're absolutely right. It's funny because many people really don't get that, even people you'd think should know. I have someone who works part time for my company and I barely know this individual. He contacted me recently and asked if I would promote his business service within the organization.

I considered this person a business associate, but definitely not someone I knew very well. That request made me think about how people assume that if they just met you or they're in their database, you can ask them for something that only a close associate would be willing to do. That happens too often. We ask people to do things for us that you really should only ask a close associate.



If you want people to refer you and put you in touch with really strong contacts, you better get to know them fairly well because when I give a referral to someone, I give a little of my reputation away. If I give a good referral and the referral I give does a great job, it enhances my reputation. If the referral I give does a bad job, it hurts my reputation.

So everybody should be very careful when they refer someone to someone else. That's why it's very important to understand that you're not going to know their mindset until you establish credibility with them and they establish credibility with you.

Dave Buck: That takes time, gradual steps, little things here and there to get to know someone. I never really thought about that, but it makes sense now why BNI is a weekly thing.

Dr. Ivan Misner: We live in a sound-bite society. Everything has got to be quick and short and it's almost a get-rich-quick mentality. Networking is not that, either is building your business through relationships.

I see a lot of people who try to network and here's the analogy: They'll join a networking group and after they're in for a year and they haven't gotten a lot of business, they'll say, "Well, it's not working here so I'm going to join a different group."

Dave Buck: That's the worst thing they can do!

Dr. Ivan Misner: Yes, it's like planting a citrus tree. You care for it, give it love and attention, you water it and fertilize it and after a year, how much fruit are you going to get?

Dave Buck: None.

Dr. Ivan Misner: Almost none, right? It's like looking at the tree and saying, "It's not doing well here, so I'm going to rip it out by the roots and plant it over there because if it didn't grow well here, it'll grow better over there." After the second year, how much is it going to give? Not much. So they rip it out again and move it again.



Networking is about building roots. It's about breadth and depth, not just about connecting with a lot of people. It's not just about contacts, it's about connection. I would differentiate is as a contact is someone you know, but a connection is somebody you've established credibility with, so you create that depth.

I don't know if you have read or heard in the news that we have a lot of winds going here in Southern California right now—big winds. Trees are being knocked over. Every year, I notice all the eucalyptus trees that fall over—these big, gorgeous, gigantic trees.

Do you know why they always fall over in the Santa Ana winds? They have no depth in their roots. They go very broad, they fan out, but they don't go deep, so every time there's a big wind, they blow over. I think that's the perfect analogy for businesses.

Time gets tough and we've build breadth in our root/networking system, but not depth. When times are tough, the business blows over because you haven't built the roots.

Dave Buck: That's a really important point about building wealth. Your wealth in your connections is in the depth. That's how you build financial wealth also.

Dr. Ivan Misner: What you've just described is social capital. Social capital is the accumulation of resources that are developed through personal and professional networks. They include ideas, knowledge, information, opportunities, contacts, and, of course, referrals.

That's all part of social capital, which shows there's certainly a crossover between that concept and financial capital. You have to invest in it the same way.

Dave Buck: Exactly, very nice. It's really investing in yourself and in people.

Dr. Ivan Misner: Yes.



-
- Dave Buck: The reason we're so excited about coaching and teaching people how to coach is because being able to coach others and help them out—even if you're not a professional coach, just having coaching skills—is a way to add value to your connections. The way you approach life and unleash the greatness in others is a way to create depth in your social capital.
- Dr. Ivan Misner: In a way, isn't a manager of any business a coach?
- Dave Buck: Indeed.
- Dr. Ivan Misner: I think coaching skills really help anyone who has a sales force or employees under them. To me, it's all about the management process, educating, and bringing people along.
- Dave Buck: Any kind of a team.
- Dr. Ivan Misner: Yes, absolutely.
- Dave Buck: On the topic of social capital, we often talk about the Information Age or the Information Economy. My theory is that we're moving into a new age—the "age of collaboration." I think the age of collaboration is coming. People are collaborating left and right. It's huge with the Internet, but now also locally. Collaboration is creating a huge burst of creativity.
- Dr. Ivan Misner: I think some of that is coming from downsizing of big companies.
- Dave Buck: I totally agree.
- Dr. Ivan Misner: I've seen, in the last 20 years, people starting a small business because they were downsized from some company. They are a one or two-person shop, they have an opportunity to take on a job that's too big for them, so what do they do? They collaborate with another company so that the two independent companies, who never merge, can work one company, one client, and one project together so that through this collaboration they can be more successful.
- Dave Buck: The way you get into those collaborations is by being in a
-



great network

Dr. Ivan Misner: You're absolutely right—by having a strong, personal network. It is in part made up of the kinds of networks that you participate in.

Dave Buck: Exactly. With referrals now it's not just, "Oh, I have a lead for you." It's just as much now, "I have a project I need you in."

Dr. Ivan Misner: Leads are okay, but they're not what I usually look for—it's a matter of semantics. You're absolutely correct—a lead is the low end of the totem pole. With a leads it's, "Here's somebody coming into town. I don't know them. I don't know anything about them. They can't use my name, because they don't know me."

Just as you described there, that's the low end of the totem pole. It's better to move up that totem pole to, "Here's a referral. They're expecting your call. They want to talk to you about doing business." That's the higher end of it. Referrals are much more powerful than leads.

Dave Buck: No doubt. It's not just someone who might want to buy from you, but it could be someone who wants to work with you on a project. I really think that's the age of collaboration. I have my nickname for it, the "age of team." I think people are creating teams and putting a team together to work on a project.

You get into these teams through your social capital. It only happens when you have those two things—visibility and credibility. People don't want you on their team unless they think you're an impact player.

Dr. Ivan Misner: That's right. Once you've established those two levels, that's what leads to the profitability of a relationship. What often happens is that people try to go straight from visibility to profitability. "We've met. You know who I am. We should be doing business together." You've just bypassed the most important phase, which is credibility.

Dave Buck: I think you're making a good point. Most people skip that step. Also, I think referral marketing doesn't come naturally



to many people. There's a block to it or there is something that gets in the way that they need to learn—a mental block.

How do you help people get past that thing that doesn't come naturally but they need to learn—how to give, how to add value, how to ask, how to connect? How do you help people do that?

Dr. Ivan Misner: That's a two-hour telebridge right there. Let me give you a few of the key points. The first is that you have to have many touch points with your associate—the person that you're looking for as getting and giving referrals. The more touch points you have, the more likely you are to be building relationships.

Touch points is a phrase often used with customer services where you're touching the customer, connecting with the customer. The same thing applies to your referral sources. You have to have regular touch points with your referral sources.

If you only talk to them once a year, you're not going to have much of a relationship. If every time you talk to them you're asking them for a favor, you're going about it completely wrong. You need a lot of touch points. It may include dropping them a note or giving them a call.

One of the reasons why I love networking groups and why I started BNI is that it's a natural touch point. You create a virtual mainstream. You look down the table and there's the local banker, chiropractor, travel agent, and florist. Every week is a touch point.

Other organizations like the Chamber and the service clubs, you have to view those meetings as touch points—the opportunity to make contact with somebody. Let's say you want to do business with that contact really bad. The worst thing you can do is meet them on the second try and try to turn them into a client or customer.

Dave Buck: It's sort of like dating.

Dr. Ivan Misner: Yes, you're going to scare that guy off. You're going to scare



that woman off, if you come on too strong. The beginning is touch points. There are many other things that you can do for your referral sources. Here's one. I'm working on a book called *Truth or Delusion—Real Life Networking*.

One of them involves the Golden Rule. The way it works is that we ask a series of questions. Is this truth or is this delusion? Truth or delusion—you should treat your referral sources by the Golden Rule—treat them as you would like to be treated. Is that truth or delusion?

Dave Buck: It sounds like it should be truth, but I bet you it's a delusion.

Dr. Ivan Misner: You're good, Dave. It is delusion. I call it the Platinum Rule. You don't treat your referral sources like you want to be treated. You have to treat your referral sources like they want to be treated.

Dave Buck: Good point.

Dr. Ivan Misner: If you treat them the way you want to be treated, you may be treating them totally wrong. One of the examples that we're going to be giving in this book is about a woman who received "thank yous." If a referral source sends you a referral, by God, you better send them some kind of "thank you," even if it's just a "thank you" card—something.

I did a survey in *Business by Referral* and we asked 2,000 business people whether they were happy with the amount of referrals they were getting. Eighty percent said no. In a different question that we did not think was related, we asked, "Do you give any kind of 'thank you' gift or card, if you get a referral?" Twenty percent said they did. I don't know about you, but that feels like a possible correlation.

Dave Buck: I think you have a little correlation working there.

Dr. Ivan Misner: Eighty percent aren't happy with the referrals they're getting and 20% give some kind of "thank you." This woman that I'm talking about in the book we're working on had given some referrals and received two "thanks yous." One was a beautiful scarf in a very nice blue—a very expensive scarf.



The funny thing is that the woman who received the scarf realized that the woman who gave it loves scarves and wears this color a lot. She realized that she gave something that she absolutely loved. She saw the store, loved it, and thought that my friend would like it.

She hated it. She doesn't wear scarves. It was a very expensive scarf. Mind you, she appreciated the gesture, but she didn't really like it. Somebody else, on the other hand, went out and got her a book on Greece. He talked to a friend of hers and said, "Tell me something about her that most people don't really know." He said, "She always has this dream about spending a month in Greece."

Dave Buck: That's brilliant.

Dr. Ivan Misner: So he went out and bought a hardcover table book, that was probably less than this very expensive scarf, and gave it to her. I was about all the cities of Greece. She has that sitting prominently in her living room at home. Don't treat people like you want to be treated.

Treat people like they want to be treated. Find out what turns them on—what excites them. Find out what they're passionate about. See if that touch point that you make can touch that passion.

Dave Buck: That is really smart.

Dr. Ivan Misner: There are a lot of other ideas too, but there are a few things that you can do with your referral sources to help build them. Just remember, it takes time. It's not a get-rich-quick scheme.

Dave Buck: This is a very good point you're bringing up. It's probably a strange word to use in business, but what you're talking about I would call intimacy. It's like you really get to know what people care about.

When you start getting into what people are passionate about by asking them or even going so far as to ask someone else, like this guy did, "Hey, what is she passionate about? Do you know?" "Oh yes, she loves



Greece,” that’s really getting to know someone. That’s a degree of intimacy that is a real connection.

Dr. Ivan Misner: That “thank you” gift really made an impression on her. Do you think she’s going to go out of her way to give him a referral again? Absolutely.

Dave Buck: For sure she is.

Dr. Ivan Misner: She sees that gift every single day. It reminds her every day of the gift.

Dave Buck: It’s interesting that you bring up Greece, because one of the things I’m fascinated about is with you and your expansion. We’re just launching in Israel next week. I’m going to be there and I’m really excited about that. How many countries are you in now—26 or 27 countries?

Dr. Ivan Misner: Twenty-six countries. It’s “Mr. Toad’s Wild Ride.”

Dave Buck: Is there any difference in how people should network? There are people calling in all over the world. Do the rules change? Is networking different in Morocco than in France or in the US? I would assume that cultural differences impact how you would do referrals.

Dr. Ivan Misner: There certainly are cultural differences. There is no doubt about that. However, you have to understand the context of what we’re talking about. If you’re talking about someone from one country networking with someone from another country, those cultural differences come into play.

They can be problematic in some ways. With the kind of networking programs that I’ve put together, and that exist all around the world, is applying an overlay or a system on top of the cultural context. Things aren’t being done outside the culture—they’re being done inside the culture.

Let me see if I can explain what I mean. I happened to have the opportunity to have lunch with Brian Tracy about a year ago—one-on-one lunch, him and I. They guy is a brilliant man. He’s very intelligent.



-
- Dave Buck: He's huge.
- Dr. Ivan Misner: He is. He's sharp as a tack—very intelligent. He is multilingual—speaks several languages. By the way, if you speak two languages what are you called in English? You're bilingual, right? If you speak three languages, what are you called in English?
- Dave Buck: Multilingual?
- Dr. Ivan Misner: Trilingual. Do you know what you're called if you speak one language? American. Brian Tracy speaks several languages—one of which is German. I was having lunch with him. I was dying to ask him this question, because I found that in BNI, our system works identically worldwide.
- I was curious as to why he thought that was the case. Before I asked him about BNI, I said, "You do your training in Germany. I understand that you do it in German?" He said, "Yes." I asked him, "Do you change up any of the words, phrases, or content at all?" What do you think he said?
- Dave Buck: He said, "Yes, of course we do."
- Dr. Ivan Misner: He said, "No, not a word."
- Dave Buck: Come on!
- Dr. Ivan Misner: I was surprised by that. I said, "You don't change anything?" He said, "Nothing except translation changes." You have to be careful with translation changes. When we talk about some of the problems, I'll tell you about that. He said, "Other than translation issues, I don't change a single word when I do my seminar on sales techniques in Germany—compared to what I do in the United States or any other world."
- I said, "I'm really curious, because this really applies to my company, why? Why is it that it works there?" He said, "It's simple if you're talking about an entrepreneurial economy. Granted, if we're talking about a country that doesn't have an entrepreneurial history, that's a whole different ballgame."
- So let's assume that we're talking about a country that has



an entrepreneurial history.” Certainly, West Germany had a very strong entrepreneurial history. In fact, all of Germany today is very entrepreneurial—from my experience in visiting there.

He said, “If you’re talking about a country with an entrepreneurial history, all entrepreneurs want to do things more efficiently and more effectively. If you can teach them a system that allows them to be more efficient or more effective, they will embrace it.

I thought, “That’s it. That’s BNI.” We’ve created a networking system that is efficient and effective. I think this is important for everyone, because it doesn’t matter what business you’re in. If you want to do business internationally, create a system that helps people in some way to be more efficient or more effective.

You still have to deal with their “perceived” cultural differences. Mind you, there are cultural differences, but sometimes they use cultural difference as an excuse for not doing what needs to be done to make it work. We’ve certainly had that at BNI.

If you can make things more efficient or more effective, many things transcend the cultural differences and BNI operates identically all around the world.

Dave Buck: You use the same system everywhere?

Dr. Ivan Misner: Everywhere. I was in Sweden a couple of years ago. It was really exciting, because it was my first visit to a country that was completely non-English speaking. I don’t speak Swedish. If you don’t speak Swedish, it sounds like Swedish. It’s very foreign. I’m from Southern California, so we know a little Spanish.

You can understand a few words here or there. French is kind of incorporated into the English language in a few words, but Swedish isn’t. It’s really hard to understand what they’re saying. I’m listening to the entire presentation in Swedish and one of the members leans over to me conspiratorially and whispers, “You have no idea what he’s



talking about, do you?”

I said, “Yes, he’s introducing the referral part of the meeting and he’s explaining how a referral slip works and how we’re going to go around and if you have a referral you give it. If you don’t, you give a testimonial.” He said, “Wow. You know Swedish?”

I said, “No, I wrote the agenda.” I nailed it. The beautiful thing about it was that I knew exactly what he was doing, even though I had no idea what he was saying.

Dave Buck: That’s great.

Dr. Ivan Misner: The system does work universally. I think most entrepreneurs do want to do things more effectively and more efficiently. If you’re doing business internationally, as long as you don’t go into it like the arrogant American trying to tell them how to do it right, but rather try to coach them, guide them, and give them suggestions.

Diplomacy is the art of letting someone else have your way. So if you go into it with that approach, businesses all around the world have embraced the system that we’ve created.

Dave Buck: That’s fantastic. That’s a great story. I’ve never heard you tell that one. I really like that.

Dr. Ivan Misner: We have had some difficult experiences with the cultural stuff.

Dave Buck: Like?

Dr. Ivan Misner: You have to be careful with slang. I keep getting myself in trouble with slang. I was talking to a South African director for BNI and we also had a director from New York with us—big burly guy. We were on the phone and he knew the gentleman we were talking to.

His name was Mike and we said, “Mike, listen. We’ll keep you in the loop on this.” He was silent. For those of you who aren’t from the US, “keeping you in the loop” means, “We’ll keep you informed.” He said, “Okay,” and he hung up. He



called me back about a week or two later and said, “I finally figured out what you meant when you said you were going to keep me in the loop.”

I said, “I’m sorry. I should know better by now. I used a slang term and you don’t have that expression in South Africa.” He said, “Oh no, we have that expression in South Africa.”

Dave Buck: What does it mean?

Dr. Ivan Misner: He said, “You and Lance just said you were going to keep me pregnant.”

Dave Buck: Nice.

Dr. Ivan Misner: I had to assure him that wasn’t our intention.

Dave Buck: Or maybe pregnant with new business.

Dr. Ivan Misner: You have to be careful about those kinds of things. With terminology and words, you can get yourself in trouble. For example, in Sweden they don’t have an expression for “word of mouth.” There is no Swedish expression for “word of mouth,” so they translated it.

You’ll love this. Their translation for “word of mouth” is “mouth to mouth.” We had to explain that that has a whole different connotation in the United States.

Dave Buck: It’s fun. We’re talking about passion here. We’re talking about you and everything you’re doing, going global, and impacting people all over the planet with your technology and your system. It’s an amazing thing that you’ve done. I have great regard for you as a human being and as a businessperson.

Getting down to the basics—we have a bunch of people we’re talking with. If we were going to say, “Here are a couple of things you need to do,” what would you say? How do you get started with this?

Dr. Ivan Misner: The first thing is to understand that it is both a mindset and a skill set. You have to go into understanding the law of



reciprocity. This is not a transactional process—a tit-for-tat process. I call that “coin-operated networking.” Let me put the coin in and let me get the candy.

It’s not that. It’s a mindset of giver’s gain. Then what’s the skill set? We talk about things like the touch points and VCP—visibility, credibility, and profitability. I think the most important thing is a short answer but a long process. You really have to create your own word-of-mouth marketing plan—your referral plan.

Business people will sit down and create an entire business plan, but there will be nothing in there about referral development and the process for generating it. How are they going to build their business through word of mouth? Most people think that word of mouth is really important, but it’s kind of like the weather—it’s out there and there’s not much you can do about it.

Well there is a lot you can do about it. You have to sit down and write this word-of-mouth marketing plan. One of the books that I wrote is called *The World’s Best-Known Marketing Secret*. In there I have what I call the Hand-to-Hand WOMBAT Plan—Word-of-Mouth Business Acquisition Tactics.

Dave Buck: WOMBAT?

Dr. Ivan Misner: Yes, maybe I had a couple too many drinks.

Dave Buck: I think that was a couple glasses of wine right there.

Dr. Ivan Misner: It’s all about a word-of-mouth marketing plan. In that book, I have a template that people can use.

Dave Buck: What’s the name of that book?

Dr. Ivan Misner: *The World’s Best-Known Marketing Secret*.

Dave Buck: I have to find that one on my shelf.

Dr. Ivan Misner: You have it there. It’s about building your business through word of mouth. There is whole series of things you can do.



Let me give you a handful of those briefly.

Dave Buck: Sure, go for it.

Dr. Ivan Misner: It's brief to say, but it takes a long time to do. The first is this whole thing about diversifying your networks, which I talk about. I talk about six different types of networks. If you don't want to get the book, you can find that at the Entrepreneur.com location I gave you earlier.

You can go to www.BNI.com and then click on the banner ad for Entrepreneur. You'll find an article there where I talk about how to diversify your networks and how many different kinds of networks are out there that you can participate in. The second thing is to develop your contact spheres or circles.

The contact sphere is a group of business professionals who have a symbiotic relationship. They're in compatible, non-competitive professions—a lawyer, CPA, accountant, financial planner, or a banker. If you put those people together in a room for an hour, they're going to do business.

My favorite is the caterer, the florist, the photographer, and the travel agent. I call that the wedding mafia. Once they bring you in, they don't let you out. You create this contact sphere of professions you can work with and pass referrals back and forth to.

Next, learn the techniques that are appropriate to the organizations that you belong to. Networking techniques that you would use at a Chamber of Commerce event are totally different than what you would use at a group like BNI. The networking techniques that you would want to apply at BNI are totally different than what you want to do for some service organization.

Learn what the appropriate techniques are for the various organizations that you belong to. Let's just take one technique to give you an example. If you're going to a group that you have a chance to stand in front of on a regular basis and give an introduction, say who you are and what you do.



One of the things I recommend is you use what I call and LCD. Break your business down to it's least or lowest common denominator. You have to remember when you're doing presentations at networking groups, you're not there to close a sale; you're trying to train a sales force.

You're trying to teach people how to refer you. If you break your business down into individual, bite-size pieces and educate them regularly, you're teaching them how to listen for referrals for you. I gave you one minute of something that takes 30 minutes to explain.

That's one technique - learn how to work your networks. One more thing is to make sure to develop incentives for the referrals that you get—I talked about the survey and business by referral—even if it's something as simple as a “thank you” card.

Another example is chiropractors. At chiropractic offices they will put up a bulletin board that says, “We want to thank the following patients who referred patients to us last month.” What a great technique that is.

Dave Buck: Great technique.

Dr. Ivan Misner: It's a simple “thank you.” It didn't cost them hardly anything. It really does work with many people. These are three or four specific techniques that should all be part of your word-of-mouth marketing plan. You should sit down and figure out what's part of your plan and start to implement it over the next year, so that you can begin to generate more and more of your business through referrals.

Dave Buck: I really like that one-year timeframe. It takes time.

Dr. Ivan Misner: Yes, it really does. Many people think, “There's so much that has to be done. I'm so far behind.” There's an old Chinese proverb that says, “When is the best time to plant an oak tree?” The answer is, “Twenty-five years ago.” The second best time is today.

That is what this is all about. If the people who are listening



are thinking, “Yes, I’m doing this and I’m doing that, but I haven’t done this. Oh gosh, that’s a great idea. I haven’t considered that,” today’s the time—this is January—it’s the beginning of the year. Sit down and create your plan for the next 12 months as to how you’re going to build your business.

Dave Buck: Create your WOMBAT.

Dr. Ivan Misner: You got it.

Dave Buck: I’m all in for the WOMBAT. I’m going to do that myself. I want to do one more thing with you. One of the things I love and admire about you is that every time I talk to you, you say to me, “How can I help you?” It’s really a remarkable thing. Every time I hang up the phone I go, “Man, Ivan asked me how he can help me. That’s unbelievable. What a great guy.”

You usually have a damn good idea when I ask for something. I want to ask you—what do you need right now? How can we help you? The *Healthy Wealthy nWise* organization has a very spiritual view on things. They talk about power of intention.

If you think about the size of the group that we have here right now, if we all put a little intention into you meeting your next objective, we could throw a lot of energy your way. You’ve given us so much that we’d love to give something back. What is it that you’re working on and how can we help?

Dr. Ivan Misner: I appreciate you asking that. Things are great. My business is doing wonderfully. The biggest project I have going right now—and I haven’t really told many people about this—is I’m very close to signing an eight-book networking series. I’m negotiating with a publisher right now.

You could put that intention out into the world and see how that goes. I’m very close to signing. It’s eight books all on networking and different aspects of networking. The first one would come out, actually, in less than a year.



Dave Buck: Listen up, everyone. Let's put our vibes out there that Ivan gets this deal. I'm going to tell you why. Ivan is passionate about writing, teaching, and helping people build their businesses. If Ivan gets to write these books, we are all going to benefit.

Us giving some intention and sending some love his way will return to us many times over, because the books he is going to write are going to help all of us. I'm for you. I think everyone here is. I'm not just going to wish you luck. I'm going to wish you success. I think it's going to happen.

Dr. Ivan Misner: Thank you. I'm pretty convinced it will as well.

Dave Buck: That's awesome. What's one big idea you'd like to leave everyone with tonight?

Dr. Ivan Misner: I have two things, if I can leave two things.

Dave Buck: You would always want to give extra, wouldn't you?

Dr. Ivan Misner: Two things—since this call is so much about passion, I do want to talk about that in wrapping up. Then I want to make a comment about networking. I highly recommend a book that I just saw. It's an uncorrected proof of Janet and Chris Attwood's *The Passion Test*.

It's an awesome book. I love the "The Passion Test" that is in there. In my book, *Masters of Success*, one of the things I talk about is that one of the keys to success is having passion. Vince Lombardi, Jr. was one of the contributing authors.

There is a quote in there from him about this father. The legendary football coach, Vince Lombardi, once said: "I'd rather have a player on my team with 100% passion and 50% ability than a player with 100% ability and 50% passion, because I can take that player with 50% ability and create a system around him so that he can be the best that he can be.

It's that guy with 50% passion who is going to be out there waltzing around the field—being someplace where he



shouldn't be—who's going to screw up my game. I'd rather have somebody with 100% passion and 50% ability." I thought of that quote when I saw and read parts of *The Passion Test* book.

When your listeners have a chance to see it or buy it, I'd really recommend it. It's good material, because I'm a firm believer that you need to be passionate about what you're doing.

Dave Buck: Chris handed me a copy this weekend when I saw him. I was flipping through it on the plane. It does look really good. I think we're blessed to have received an early release. Certainly, when the book is out there it's going to be a winner.

Dr. Ivan Misner: Yes, I think so. The second thing goes back to networking. I think this is probably one of the most important things. If you forget everything I've said, don't forget this. It's the most important aspect of networking and building your business through word of mouth.

Networking is more about farming than it is about hunting. It's about cultivating relationships with other business people. It's about building deep roots and connections. If you can build a business that is virtually 100% word of mouth and referrals, if you go into this with the right mindset, apply the right skill set, and you farm and cultivate relationships, you'll find that you can build your business through friendships.

You will have people who care about you—help you. It's a great way to do business. I'm passionate about doing business that way.

Dave Buck: That is powerful. As you were saying that, I was thinking, "have faith in yourself and share your love."

Dr. Ivan Misner: Absolutely. Share your knowledge and love and share your business and the opportunities you have with other people. It's the philosophy of giver's gain. Help other people achieve what they want and you can achieve what you want.



Dave Buck: Zig Ziglar.

Dr. Ivan Misner: That's right. Ralph Waldo Emerson once said, "What lies before you and what lies behind you is nothing compared to what lies within you." I really believe that if you take this idea of helping other people to build their business, they will help you build your business. There's no better way to be successful in life.

Dave Buck: I like this idea you said many times today about "going deep." Grow roots, go deep, and don't give up. Ivan, thank you so much. It's really been a pleasure.

Dr. Ivan Misner: Thank you, Dave. I appreciate it.

Dave Buck: I'm certainly very excited about getting this much face time with you. That's pretty exciting. Chris, what would you like to add to this conversation?

Chris Attwood: Thank you so much, Dave. I'm just sitting here in awe. First I want to say to our listeners, for those of you who are intrigued about coaching and CoachVille then be sure to go to www.CoachVille.com. You'll see what Dave is up to. Ivan, I'm just so inspired by you and this principle that you live by.

Every time I interact with you and connect with you, you are the living expression of giver's gain. You're giving always. Thank you so much for your kind words about *The Passion Test*. It will be released in May. We certainly will be letting our listeners know about that. Thank you so much for sharing these strategies that can help every one of us earn a living doing what we love.

Dr. Ivan Misner: Thank you. I appreciate that. It was my pleasure.

Chris Attwood: Ivan, I have one question. You have written a number of books. For our listeners who want to learn about what we've been talking about tonight, I'm going to tell them where to go to do that. Which of your books would you suggest is the first one to start off—for people who are just being introduced to your work?

Dr. Ivan Misner: If you're interested in learning about networking and word-of-



mouth marketing, I would recommend *The World's Best-Known Marketing Secret*, which has been translated into about four different languages. If you were interested in something about success and self-development, I would recommend *Masters of Success*.

Chris Attwood: Great. So for our listeners, you can get both of those books by going to www.BNI.com. When you get there—on the left side—you'll see a link that says BNI Store. If you click on that link, you'll find these two books that Ivan just mentioned.

One was *The World's Best-Known Marketing Secret*, which is about word-of-mouth and referral marketing, and *Masters of Success*, which is Ivan's best-selling book on the principles of success and of creating the life that you really want to live.

Dr. Ivan Misner: For the international listeners, Chris, most of the Amazons worldwide also have it.

Chris Attwood: Great, wonderful. That's www.Amazon.com. Ivan, once again, thank you so much. It's been an honor and a privilege. For our listeners, as always, we have some extraordinary interviews coming up for you in the next few weeks.

On February 7th, we interview award-winning speaker, Les Brown. The National Speakers Association has given Les their highest speaking award—The Council of Peers Award. Toastmasters International recognized him as one of the world's top-five speakers.

He's absolutely amazing to be on a line with. You won't want to miss that call. He regularly speaks for companies like General Motors, Allstate, Mass Mutual, Mobile Oil, Northwest Airlines, and others. On February 21st, our guest will be the co-author of all *Chicken Soup's for the Women's Soul* and *Mother's Soul* books—Jennifer Hawthorne.

Her books have sold over 13 million copies. So be sure to join us for Les Brown in two weeks. In the meantime, remember your passions are your clues to your unique destiny. Choose in favor of your passions every day and you



Networking Guru
Dr. Ivan Misner

will find yourself living a passionate, turned-on life.