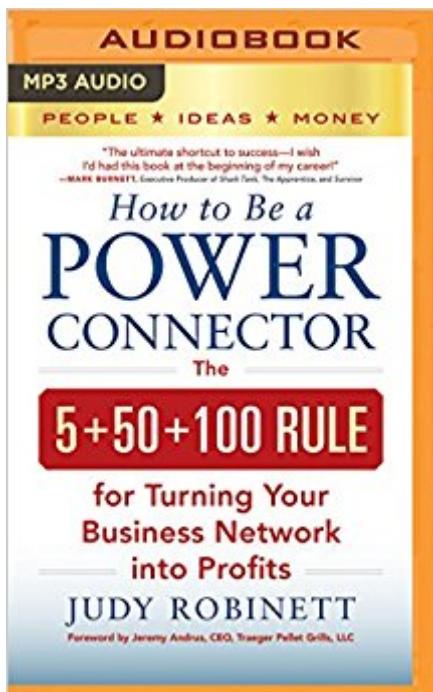


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# How To Be A Power Connector: The 5+50+100 Rule For Turning Your Business Network Into Profits



## Synopsis

Create a personal "power grid" of influence to spark professional and personal success. "Other people have the answers, deals, money, access, power, and influence you need to get what you want in this world. To achieve any goal, you need other people to help you do it." â "JUDY ROBINETTAs anyone in business knows, strategic planning is critical to achieving long-term success. In *How to Be a Power Connector*, super-networker Judy Robinett argues that strategic relationship planning should be your top priority. When you combine your specific skills and talents with a clear, workable path for creating and managing your relationships, nothing will stop you from meeting your goals. With high-value connections, you'll tap into a dynamic "power grid" of influence guaranteed to accelerate your personal and professional success. Robinett uses her decades of experience connecting the world's highest achievers with one another to help you build high-value relationships. She reveals all the secrets of her trade, including proven ways to:

- Find and enter the best network "ecosystem" to meet your goals
- Reach even the most unreachable people quickly and effectively
- Get anyone's contact information within 30 seconds
- Create a "3-D connection" that adds value to multiple people at the same time
- Access key influencers through industry and community events
- Subtly seed conversation with information about interests and needs
- Use social media to your best advantage

Robinett has based her methods on solid research proving that social groups begin to break up when they become larger than 150 people, and that 50 members is the optimal size for group communication. As such, she has developed what she calls the "5+50+100" method: contact your top 5 connections daily, your Key 50 weekly, and your Vital 100 monthly. This is your power grid, and it will work wonders for your career. Nothing will stop you when you learn *How to Be a Power Connector*.

## Book Information

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## Customer Reviews

Judy Robinett is a business thought leader, powerful speaker, and one of the nation's leading experts on helping leaders develop strategic business relationships. Known as the woman with the titanium digital Rolodex, and labeled by Forbes and the New York Times as a new breed of power connector, she has served as the CEO of public and private companies and in executive roles at some of the top corporations in the world and helped entrepreneurs and businesses to access millions of dollars in funding.

My dad always told me, "It's not what you know, it's who you know." As happens occasionally, my dad was right. *How to Be a Power Connector* helps you to be strategic about your network and Rolodex (they still don't have a better word for Rolodex...). Judy Robinett shares her 5+50+100 rule for making sure you know who the key people in your network are and are interacting the way you should be. I'm lucky to have a wide network of amazing people, and Judy's practical suggestions have helped me think strategically about them. Best of all, Judy is generous in spirit with her own network and encourages you to be too; if you're not authentic and open, don't bother. Highly recommended.

Let me ask you a question. When someone mentions the work "networking" does it make you feel a bit icky? That's because a lot of people are doing it wrong. Maybe even yourself. In *How To Be a Power Connector*, Judy explains the benefits of having a successful network, including her own story starting out as a shy social worker in Idaho and going on to serve as the CEO of both public and private companies and in management positions at Fortune 500 companies. She's now a leader in the Venture Capital world. One of my biggest takeaways from her book is that to have a valuable network, you have to be strategic about building it. You know what else? You need to be sincere, and you actually need to help people. Judy's living proof of the effectiveness of that approach. In the book Judy takes you on a step-by-step approach to building a profitable network and includes things like The top 5 blunders ineffective networkers make, why weak links are actually the strongest and most important connections in your network and why she detests elevator speeches. The book also includes Judy's Top Ten networking tips and lots more than I can mention here. To listen to an interview I did with Judy Robinett about "How to Be a Power Connector", visit

I heard about Judy Robinett's book, How to Be a Power Connector, when she was a guest on the I Love Marketing podcast. Judy delivered such a wealth of actionable ideas during the interview that I clicked over to and ordered her book before it was over. If she delivered this much useful information in just an hour, I was confident that much more awaited me in her book. And I was right. In fact, I was astonished at the comprehensive, yet simple, system she maps out in her book. Even if you don't aspire to be an over-the-top power connector like Judy, her book contains absolutely the best approach I've seen for helping you think strategically about forming alliances with others. An often-repeated theme throughout the book is to adopt a "giver" mindset. She advises readers to seek first how you can add value, value, value and more value to others before asking for anything. Adopting this mindset has totally changed the way I think about people I'm connected with and how I structure my emails and conversations. The results are consistently positive. Every bit of her advice is brilliant, reflecting 25 years of practice and refinement. Throughout the book, she provides examples of how she has implemented her own system over the years. She's ingrained these skills to the point that she automatically looks for ways to connect people with others who can help them solve their most pressing problem or need. The core idea is 5+50+100. You make a list of all your current connections and then organize the top 155 into 3 power circles. The TOP 5 circle is composed of the individuals closest to you, usually close family, friends and business associates. The KEY 50 are friends and associates you can call on for help or advice and they know they can do the same with you. For the VITAL 100, include people from a wide variety of locations, roles and ecosystems. Judy provides all the details for preparing, connecting, engaging, providing value and deepening these relationships. She explains exactly how to build a robust network that's deep, wide and diverse. It's all there, and because of that, I've been recommending this book to everyone I can.

Judy Robinett is the real deal. Her resume is jaw-droppingly impressive, and the tone of her writing is generous and eminently practical. It took me a long time to read her book, not because I found it tedious (far from it), but because I was highlighting every - other - sentence. It is \*packed\* with concrete advice, all of which I definitely plan to implement. Thank you, Judy Robinett. Bless you for the kindness that shines throughout this book. And thank you for the detailed, practical advice I will put into action!

I have to say I am skeptical when reading books about building relationship. As an introvert person I do not really have many connections before and I was having depression for some years. I needed to integrate back to the society after recovering, so the first think that I did was to talk to strangers as many as I can. Miss Judy said in her book that we normally talk to strangers around 2-3% of the time and she keep emphasizing her readers to talk to stranger as small part of the strategic relationship, and I can verify that this true. At that time when I started to talk to stranger it was not strategic but to get to know more people at a personal level and be helpful, open minded, kind to them. Because of that I am able to get to know few venture capitalist and businessmen. With a proper strategic planning as mentioned in her book, anyone is able to build connection right away. I managed to get few businessmen as my mentors because of her book. I am still new at building relationship but with Miss Judy wisdom I am able to learn and implement her advises immediately. I highly recommend reading this book as it will help you in your future.

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