



PROMOTE
HER
BUSINESS

THE 12 SECRETS TO BEING A SAVVY VIRTUAL NETWORKER



BUILD MORE **PROFITABLE** WIN-WIN RELATIONSHIPS

Why Virtual Networking is Essential

Do you know why virtual networking is more important than ever for your business success?

It supports Women Entrepreneurs (WEs) to:

- Build win-win relationships faster from the comfort of your desk
- Create a global network of WEs who understand your business and can refer you to your ideal audience
- Uplevel communicating your goods and services so you can be the best ambassador for your business

At Promote Her Business (PHB), we're committed to having you work smarter by doing virtual networking. We're going to show you how to get the best results by becoming an Advanced Networker - leveraging The 12 Secrets to Being a Savvy Virtual Networker.

The 12 Secrets aren't your *average* networking tips. These are *the secrets* that will give you an edge to getting more networking results - saying the *right* things at the right time, to get you more business from the *right* people.

The 12 Secrets to Being a Savvy Virtual Networker

SECRET #1: LOOK YOUR BEST

What you wear sets the tone for how your ideal audience perceives you, and it sets the tone for how you perceive yourself. How does what you're wearing make you feel? Comfortable? Gorgeous? Smart? Lazy? Dress the way you want to feel and have it be aligned with the energy you want to give off for your business brand. You don't need to look your best for all events, but look your best for the ones you want more results in. Even if you're virtual and no one knows you're wearing pajama pants, you know. If that makes you feel less "on your game," then, change. Also, keep in mind that what you're wearing online shouldn't distract from what you're saying: For example, the focus should be on you and not listening to your noisy charm bracelet or watching your flashing necklace.

Savvy Action: ***Wear a Power Outfit:*** One that makes you feel confident, influential and "on brand" when you are virtual networking. Start to notice how your energy and your audience is affected based on what you're wearing.

SECRET #2: BE ENERGETIC

It's not just what you say, but how you say it, that will attract clients and referral partners to you. When you're networking online, it's more important than ever to turn up your energy. Why? Because it's all too common to sound boring without realizing it. You're sitting in the same chair, in front of the same screen, talking into the same mic...and the exhaustion of seated repetition can seep into your voice. Unfortunately, your audience can tell when you're not energetically "on" or invested in them, and it will drain your results. If you don't sound that excited about your business, why should your audience be excited? On a scale of 1-10 - with 1 being no energy and 10 being high energy - how energetic are you committed to sounding? Choose a number that's authentically you and then, *consistently* deliver this amount of energy at each event.

Savvy Action **Use a visual trigger to raise up your energy.** For example, whenever you click a video conference link, that's your "trigger" to bounce up and down and double your energy. Stick to whatever visual you choose, so the minute you see your trigger, you train yourself to raise up your energy level without even thinking about it.

SECRET #3: STAY FOCUSED

Let's face it, on virtual events of any kind, it is easy for anyone to get distracted, and even more so, if they're working from home. The dog could be barking; the doorbell could be ringing; and your child could be texting. Being distracted is now the norm. People expect others to be distracted and give them only half of their attention. However, as entrepreneurs, we get known by being different. We have the power to create anything: even a world, which listens. So, stand out by giving others the attention they don't normally receive. When people feel heard, they feel understood and a bond is created. Now they are more likely to tell people about your business. Plus, staying focused will help you better retain people's names and what's important to them, so you can build a stronger relationship with them.

Savvy Action: **Treat everyone you're networking with like a Celebrity.** Listen to their every word and focus on them. As Mary Kay Ash, Founder of Mary Kay Cosmetics, said: "Pretend that every single person you meet has a sign around his or her neck that says, 'Make me feel important.' Not only will you succeed in sales, you will succeed in life."

SECRET #4: REMEMBER NAMES

When you forget someone's name, you might as well be forgetting about getting their business. Names matter; do everything in your power to remember them. As Theodore Roosevelt once said: "Nobody cares how much you know, until they know how much you care." And the way you show you care is by going out of your way to know and pronounce other people's names correctly. When you do this, you show that you care about them as a person and not just their credit card, resources, or network. Even if their name is on the screen now, don't assume it will stay on the screen until the end. Make sure you write it down for yourself, so you can follow-up. Pay attention to the spelling of names: Is it Cathy with a C or a K? One letter can make a difference on connecting with the right person on social media.

Savvy Action: **Say their name.** When you're introduced to someone new, greet them by name. This is especially important when networking online: Seeing someone's name on the screen is different from saying it. Make sure you are pronouncing it correctly, and ask if they prefer a nickname. Saying their name will also help you better retain it.

SECRET #5: KNOW WHEN TO BE VULNERABLE

In our Promote Her Business community, we're committed to providing a safe, empowering space for Women Entrepreneurs (WEs) to support each other. Yet, it's important for you to be smart about what information you provide to whom, as you are 100% responsible for being the protector of your business and your proprietary information. We suggest that your level of vulnerability should coincide with the level of relatedness you have to the women you're speaking with. So, if you're new to a virtual networking event, your conversations at your 1st event might sound different than the vulnerable conversations you have when you start or join a Private Networking Circle. To deepen vulnerability, meet with the same women more than once, so you can support each other on a deeper level.

Savvy Action: **"3 Meets, Go Deep"!** This is PHB's Vulnerability Rule: For example, you 1st meet at a global, virtual networking event. Then at the next event you are placed in the same breakout room. You "click" so much, you decide to do a personal virtual one-on-one. This 3rd meet is where strategic alliances are built... on the foundation of vulnerability and support.

SECRET #6: TALK LESS

Get your audience to ask you more questions. Throughout virtual networking, only give the bare amount of information needed to answer the question. Be interesting, but also clear and concise. It opens up time for the other person to ask you more questions. Think of whomever you're speaking with as an investigative reporter, whose job it is to "pull out" the information from you. In turn, it's your job to give them the information they're most interested in, as opposed to the information you're trying to interest them in. Also, look at their questions as "million dollar" nuggets of market research, because questions give you insights into what your network really wants and what you may want to play up in future networking commercials.

Savvy Action: **Ask them questions.** If your audience isn't asking you questions, it doesn't mean to talk more. Instead, model the behavior you want to see by asking them questions. For example, ask: What was most interesting about what I said? Or Who do you think could be interested in my business? OR What else are you curious about?

SECRET #7: BE RELEVANT

Match your message to what's going on in your audience's world. For example, pretend you're networking with Women Entrepreneurs during November. When asked what you do, don't just say "I provide health and wellness coaching." Instead, tailor what you're saying to women's holiday needs. Avoid making your coaching sound like it's another thing to add to women's overwhelming holiday to-do list. Instead, show women how you're the perfect fit for what they're going through. For example, you might say, "While many women gain weight over the holidays, I'm known for helping women over 40 lose weight, while keeping their energy up and their cravings down." Being relevant leads to a smoother transition into an easy-yes offer such as, "Would you like to receive my Better Choices for the Holidays Top 10 Tips?" You know you're relevant when your ideal audience says, "Yes, your timing is perfect."

Savvy Action: **Listen for what's relevant.** 5 minutes before networking, remind yourself of what's going on in the world. It could be holidays, social issues, weather, pop culture, etc. Also, listen for what's relevant *during the event* and adapt. Maybe there's an event theme, a group joke, or a discussion topic, that you can reference when you discuss your business.

SECRET #8: STAND OUT

What will make other people want to hear more and ask you questions? It could be what you're saying or even how you're delivering your presentation (gestures, props, using screen share, dramatic pause, high energy, etc). It's also important to notice when you're attracting people versus distracting them. For example, attracting could be wearing a lapel pin that your ideal audience asks you about. Distracting would be shouting at someone just to be different and then, having your audience shy away from you because they think you'll yell at them too. Play up what you want others to remember about your business and how it differentiates itself. What makes your business unique? What makes you as a representative of your business unique? What stands out is often what is remembered by your audience long after the virtual networking event is over.

Savvy Action: *Explain what's making you stand out.* It's the why that makes your audience buy into what you're doing and appreciate your effort. For example, I'm "standing up" on video (while everyone else is sitting down) because I'm standing up for Women Entrepreneurs getting known in a big way this year!

SECRET #9: DECIDE WHAT YOU WANT OTHERS TO REPEAT

If you had to put it in 1 sentence, how would you want people at virtual networking to promote you to your ideal audience? The first step is to be clear on what your message is, because if you leave it up to others to find the words for you, they might not say something that is accurate. Once you have something that gets to the heart of what you do, the next step is to refine it into something easy to remember. If you can't remember your message, how can you expect anyone else to? Choose something that's clear, concise, and simple... and avoid industry jargon. Make sure your message is catchy without sacrificing your point. If you have to choose between being catchy and being on point, choose being on point until you have something that's catchier. You know you're on the right track to being repeatable when you can say the same message, the same way, over the next month.

Savvy Action: *Test out your memorable message.* Leverage virtual networking to conduct market research. Give others a couple choices about how you might message your business to your market. Ask what they remember and resonate with the most. If your ideal audience isn't who you're networking with, ask if they'll introduce you to your ideal audience.

SECRET #10: GO WITH THE FLOW

The only constant is change! You think you're networking in-person but then, it turns into virtual networking. Then, 5 minutes before your video conference, they request a call instead. OR They're 15 minutes late, and you have to prioritize what questions to ask them, since you won't get through them all. OR you're about to start networking, but first, you take a sip of coffee and spill it all over yourself. Now you have to either change your shirt or find a way to joke about it, so people know stains aren't your new normal.) Instead of letting changes stop us from networking, challenge yourself to see change as a "test" to pass. Get creative, have a sense of humor, and be a role model of persevering. The better you get at adapting to networking, the better you get at adapting to business. The feminine power to "go with the flow" is an essential skill to develop to sustain your business and thrive.

Savvy Action: *Feel into what to do next.* When unexpected things happen -- and alter your picture of what virtual networking looks like -- say to yourself, "This is just a test, and I'm going to pass..." because you are. There is no right way to adapt; you can only "feel into" what to do next. Trust yourself and stay positive. Staying in the game is what earns you an A.

SECRET #11: #GOSSIPFORGOOD

We don't want to gossip or anything (wink), but there are Women Entrepreneurs (WEs) in our PHB community who are gossiping ... for good! And what they're doing is so powerful that we can't wait to have more WEs gossip for good too! Over the years, society has associated women with being "gossips" because when we talk, people listen and spread what we're saying. This talent doesn't have to be a bad thing. Let's reclaim our power and use our strength to make a positive difference in the world, while shining the brightest spotlight on our fellow WEs. At PHB, we don't think there's anything wrong with saying things behind women's back, as long as they're good things. Gossiping for good is a great way to have more people know about Women Entrepreneurs they've never met (and probably would never meet) if it wasn't for spreading the word about them.

Savvy Action: *Gossip for Good today.* When you meet other Women Entrepreneurs whose businesses sound interesting -- and you think their story or results are amazing -- don't hoard this information. Ask permission to share it, and give them a shout out from their social media platform #GossipForGood. Whose business will you promote today?

SECRET #12: COLLABORATE

We believe in the feminine power of collaboration, rather than the idea of competition. When Women Entrepreneurs in the same industry participate in virtual networking, we can learn from each other and raise up our industry. A hidden advantage of being collaborative is that from a marketing perspective, repetition is Queen. On average, it takes 7X (or more) for someone to hear a message before they start “genuinely considering” what you’re selling. When there are other people in the same industry as you, it gets everyone in the group to appreciate your industry and products/services faster. So, if someone you’re networking with met with another Coach before you, be thankful. The other Coach warmed them up for you:) Plus, Women Entrepreneurs like options of who to do business within the same industry, because different experts resonate with different women.

Savvy Action: *Be there to give*, not just to get, when networking. Stand for every woman’s success, including your own! At PHB, we uphold a “Request 1, Support 1” philosophy: Make 1 request to the group, and then, surprise 1 person by supporting them. Try out this empowering process and receive other women’s support too.



Your Next Steps

Step 1.

Attend [Virtual Speed Networking](#)

as our FREE VIP Guest.

Build more high-quality relationships from the comfort of your computer, and expand your global network faster!

Each monthly event, we reinforce one of the 12 Secrets to Being a Savvy Virtual Networker. Then, we have all Women Entrepreneurs get more results by applying this secret throughout all networking rounds during the event.

Over the course of an empowering hour:

- Collaborate with other purpose-driven Women Entrepreneurs, who can become part of your referral network
- Connect with other Advanced Networkers, who can become a powerful resource for your business
- Build more inspiring, Win-Win, profitable relationships
- Continue to ULevel your "marketing commercial" (30 second elevator pitch)
- Learn an Advanced Networking Tip for best positioning your business and supporting others
- Join Virtual Networking Breakout rooms via video conference

[Click Here To Join Us](#)

Step 2: Put the 12 Secrets to Being a Savvy Virtual Networker into Practice: We don't recommend that you try to put all the secrets into practice at once. Instead, take it one secret at a time and see how you do at each monthly [Virtual Speed Networking](#) event. Pay special attention to the practical "Savvy Actions," and evolve into the Advanced Networker in your heart.

What Purpose-Driven Women Say about Networking through PHB:

The benefit I've experienced from PHB's virtual networking is the warm family culture. I know with a lot of other networking events, you just give your business card but don't really get to know people. What I love about PHB is how you really get to know these people; they're more than just people I network with. I consider them friends.. A few weeks ago, I collaborated on an event with another PHB Member..."

Taylor Baloney, Founder & CEO, Find My Everything



PHB is the most well-rounded networking group I've ever been a member of. There's something for everyone no matter where you are in the life stage of your business. The Events each month are always fun and productive, and I leave with new leads or referrals..."

Amber Chang, Founder, Bulldog + Bourbon



I enjoy being in PHB, because it is beyond a networking organization. It is a mission to empower and build the business, skills and prosperity of its members. PHB is committed to creating a "tight knit team" of aligned members. PHB is a MISSION to improve the condition of the planet by empowering women to show up for themselves and each other...

Marilyn Atteberry, Awareness Consultant, The Avatar Course



Promote Her Business is not your average networking group; it's really about surrounding yourself with like-minded Women Entrepreneurs who support one another's growth. PHB is a tribe that works together, plays together and succeeds together.

Rahat Subedar, Realtor, MBA Coldwell Banker Residential Brokerage



I love Virtual Speed Networking! You get to meet people from all over the world, and the right people I need to meet always seem to show up!"

Sherry Coffelt, Results Coach, Results Partner Business Coaching/Consulting



RSVP Here Today for Virtual Speed Networking and Build Win-Win Relationships Faster!

About Promote Her Business (PHB)

Our Vision

Our PHB community is a role model for shining the brightest spotlight on Women Entrepreneurs!



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For most of history, women were anonymous. Well, not anymore! At PHB, we are Making History by shining a brighter spotlight on Women Entrepreneurs than ever before. If you want to learn the best ways to promote your business, while building inspiring, win-win, profitable relationships, [come join us!](#)

Jōs Hanan

FOUNDER + CEO, PROMOTE HER BUSINESS

Our PHB Int'l Membership

If you're serious about having your ideal audience rave about you, we invite you to join PHB: We are a *Global, Virtual Networking Group + Year-Round Marketing and Sales Training Program*. At PHB, we help supportive, purpose-driven Women Entrepreneurs just like you get the clarity, confidence, and expert support to win in business - her way.

In addition to Virtual Networking, our PHB Int'l Members continually learn the best practices in marketing/sales year-round by mastering *The 12 Principles to Promote Her Business*, peer mentoring one another, and building inspiring, win-win, profitable relationships on both local and global scales. We have 4 Virtual Events per month plus over 40 hours of online marketing/sales trainings you can experience around your schedule.

Join us; we'd love to give you more opportunities to grow your network and promote *your* business.

[Learn More Here](#)

Here's to promoting your business and each other: Online. Offline. All the Time.