

# Connection

## ETIQUETTE



*don't*

### BE SPAMMY

Don't add people to any of your mass communication channels without their consent. This includes email, text, and messenger tools.

### FOCUS ON SELLING

Nobody likes to be sold to. Sales will come naturally as you educate others on your product and its value.

### LIMIT YOUR FOCUS

Don't just look at your WBN sisters as a potential sale. Think of who they know and can influence.

### EXPECT INSTANT RESULTS

People need to get to know you and what you offer before they will refer you to their network.

### HOG AIR TIME

Although you may be excited about your business, don't hog the conversation. You'll have plenty of time as your connection develops.

*do*

### ASK BEFORE ADDING

Once you've made a personal connection with someone, then ask them if they'd like to receive your regular business communications.

### FOCUS ON CONNECTING

People do business with people they like, know and trust. You should be genuinely interested in getting to know them.

### SEE BIG PICTURE

Each member is a connector to their personal network. That is the sweet spot of networking.

### BE PATIENT

It takes time to develop relationships and educate people on what you offer.

### MAINTAIN 80/20 RULE

People like it when other people show interest in them. Listen 80% of the time, ask questions 10%, and share your opinion 10%.

*vs*