

# HOW TO NETWORK LIKE A **MILLIONAIRE!**

Learn the powerful networking strategies used by the Super-Rich

by Tom Corley

The recipe for financial success has many ingredients. Some ingredients are more important than others. But there is one ingredient that all wealthy people put into their success recipe all the time and in abundance: fanatical attention to developing strong, long-lasting relationships. Building valuable relationships is one of the cornerstones to financial success. Relationships must be nurtured, every day, if you hope to become financially successful. You must treat relationships like gold. They are the currency of the wealthy. Each strong relationship is like money in the bank. You must build credits and make deposits into this relationship bank account, just as you would in your financial bank account. The more deposits you make (the more you reach out to help or communicate with your relationships) the larger your account grows and the greater the likelihood that one or more of your relationships will drop opportunity luck into your lap.



## Four strategies wealthy people use to network effectively



Happy Birthday Calls - Wealthy people reach out to contacts and families on birthdays. At a minimum, happy birthday calls keep relationships on life support by requiring you to reach out to your relationships at least once a year. After a few years approximately 20% of your relationships will begin to reciprocate. I call it the reciprocal happy birthday call. The reciprocal happy birthday call takes your relationship off life support. It's an acknowledgment that your contact values the relationship enough that they feel compelled to invest in it by calling you on your birthday.



Hello Calls - Wealthy people call their contacts religiously at least once every other month just to say hello. There are two purposes to the Hello Call. The first one is to keep the relationship alive through constant contact. The second purpose is about information gathering. It's a reconnaissance mission. You are calling to gain intelligence on your contact. The more information you can obtain about your contact's family, friends and life, the more valuable that relationship becomes to you because you can use that information at some future date to help you help your contact or yourself. Rich people are always helping their relationships. They understand that one day their investment will pay dividends, oftentimes these dividends represent some monetary or financial gain.



Life Event Calls - Wealthy people do not let a good life event go by without some type of acknowledgment. An example would be the graduation of your contact's child from high school or college. Another example might be the birth of a child in your contact's family. Still another may be a religious celebration (i.e. Confirmation, First Holy Communion, Bar Mizvah or Bat Mizvah). Lastly, the medical life event call in which your contact or your contact's family experiences some type of medical issue and you reach out to them to find out how they are doing. Wealthy people attend wakes, funerals, weddings, graduations, birthday parties, celebratory functions speaking engagements of their contacts. Life event calls put your relationships on steroids and grow the roots to the relationship tree very quickly.



Volunteerism/Networking – This is the best way to grow strong relationships. Wealthy people volunteer and network an average of five or more hours per month and they teach this Rich Habit to their children. Such participation might involve religious organizations, charitable organizations, civic groups, business groups, non-profit groups etc. When you volunteer your time in your community you gain name recognition. It exposes you to more people and expands your relationship base. Participating in these organizations also allows you to showcase your skills often in a friendly environment. When you do a good job people take notice and that notice very often translates into future business opportunities since many people on the boards of these non-profit groups are rich, successful people. People want to do business with people they know, like and trust. What better way to make that happen than by joining a charitable or network group.

Wealthy people are master networkers because they have learned that accumulating wealth and networking are mutually inclusive. You cannot create wealth with poor networking skills. Good networking skills create opportunities that absolutely will translate into more customers or clients and, of course, more money. The richest individuals are master networkers. They are engaged in networking on a daily basis. They seek out opportunities to network. Accumulating wealth and networking are joined at the hip. You cannot create wealth with poor networking skills. If you are seeking more income you must develop better networking skills and process networking into your job or business on a daily basis. You simply cannot become rich without good networking skills. Those who fail to grasp this truth are relegated to getting by in life. If you want to become wealthy learn how to network.

Networking is a process. Developing a networking process is critical to success. When you network the right way, you gain customers, clients, strategic business partners, followers and networking partners and this translates into more money. So how do you go about creating a networking process and incorporate it into your life?

No one is successful on their own. Success does not happen in a vacuum. The most successful people in the world are part of an expansive and strong network of other successful people. Good relationships don't simply manifest themselves out of thin air. They are the byproduct of investing time and energy in growing and nurturing the right relationships. Not everyone you meet is worthy of your investment. You need to be selective in choosing who will be a part of your relationship network. The wealthiest invest in relationship givers and avoid relationship takers like the plague.

## Top Ten Networking Tips

- 1. Join Networking Groups/Clubs:** BNI International is the most popular but you can create your own group.
- 2. Join Boards of Local Businesses:** Reach out to your clients, customers, business partners and local business community and ask if they have an advisory board. If they do, offer your services as a board member.
- 3. Join Civic Groups:** Lions Club, Rotary Club, Chambers of Commerce, etc. There are many business and non-business civic groups who are looking for members. These groups often refer business to one another.
- 4. Become a Speaker:** Speaking engagements are probably the most valuable networking tool available. One speaking engagement can mean thirty or more potential clients/customers. Since many individuals fear public speaking, doing so sets you apart from the masses and you will be viewed as an expert.
- 5. Join a Non-Profit Group or Committee:** Non-profit groups are a very valuable resource for referrals. You gain an opportunity to showcase your skills and develop long-lasting relationships with board members who are successful, wealthy individuals who have very strong, powerful relationships.

- 6. Write:** Writing sets you apart from your competition. As you develop your repository of articles you close the credibility gap in the eyes of customers/clients/patients/business partners. Writing hones your technical skills and makes you more competent in your field or industry. When you increase your technical skills, your eyes and ears open up to opportunities that were there all along.
- 7. Hello Call:** Make a habit of calling at least one person every day just to say hello. This helps build the relationship and opens the door for opportunities.
- 8. Birthday Call:** Call your clients, customers, family members, friends, business associates, and anyone one else you may know on their birthday. Our birthdays are very important to each of us. When someone acknowledges a birthday it says “you are important to me.”
- 9. Life Event Call:** Call your contacts when something special happens to them. This could be a birth, death, newspaper mention, award, get well soon call, etc.
- 10. Breakfast/Lunch/Dinners:** Periodically reach out to your contacts and ask them to breakfast, lunch or dinner. This casual get together is the perfect setting to generate opportunities.



Tom Corley understands the difference between being rich and poor. At age 9 his family went from being multimillionaires to broke in just one night. He understands the challenges adversity can present but is here to share the good news that we have more control over our luck than we may think!

For five years, Tom studied the daily activities of 233 wealthy people and 128 people living in poverty. He discovered there is a difference the size of the Grand Canyon between the daily habits of the wealthy and

poor. During his research he identified over 200 daily activities that separated the “haves” from the “have nots”. The culmination of his research can be found in his #1 bestselling book, Rich Habits – The Daily Success Habits of Wealthy Individuals.

Tom is a CPA, CFP and holds a Master’s Degree in Taxation. He is also President of Cerefice and Company, CPAs, one of the top financial firms in New Jersey.

Tom has shared his insights on The Dave Ramsey Show, WABC, WCCO, KOA, KDKA, and KKOB and more than 1,000 other radio stations, a host of print media publications and many TV shows including CBS Nightly News and Yahoo! Finance’s #1 show, Financially Fit with award-winning host Farnoosh Torabi (Today Show, Kelly and Michael, The View).

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