



Ian Jackson reports that...

"Networking your way to success - it is a skill you should and can learn"

Ian Jackson is an online marketer, content creator and writer.

You can find out more about why he is by [clicking here](#).

I get a lot from reading about the success stories of other people - they inspire me to succeed, and be responsible for my own success.

But what does *success* mean?

Success is a state of mind and means different things to different people. For some it's all about finance and money, **which is why so many are duped by the cleverly scripted lure of bullshit "get-rich-quickly" schemes.**

For others it is the freedom to spend more time with family and friends. I like writing, reading, classic motorsport, and tinkering with classic cars in my garage at home.

Here's a tale about how someone I know became wealthy:

You all know the one about multimillionaires who are asked what they'd do next time round if they lost all their wealth and had to start over from scratch- right? Of course you do.

Well here's a different angle, another slant the theme...

As I said the reply from the guy I met once at a seminar told me his response to the question was *"to take any job that would provide me with enough income to spend on looking smart and presentable, then get myself to as many seminars as possible - and mingle - talk - network - discuss with successful entrepreneurs, with a view to offering my services"*

I've been working for a fair few years now, was made redundant a while ago, and since then, income has come through one channel... networking.

None of my income has come through cold applying for a post. To be fair, it was suggested that I apply for one post, and I landed the job, but it didn't take long for the bureaucracy to get under my skin so I quit.

Here's the thing: **Networking isn't usually something you run out and do from cold.**

Granted, some people are natural at it - like a friend of mine who has a weekly market stall at three or four towns in the UK, he certainly has the "gift of the gab" *and he is seriously entertaining watch too!* 😊

For others, it is a "people" skill that can be learned, and there are many resources on and off line that are more than good enough for acquiring networking skills.

My friend spent a lot of time in sales and his manager told him that once she'd been a chauffeur, and used to like striking up conversations with the guests of her boss. She would ask them to tell her about what they did

for a living, using an approach that would prompt a full-length discussion.

It was because she had opened with "**tell me...**" rather than "**what do**", and in no time they were only too happy to talk with (not **AT** or **TO**) someone who showed an initiative and interest.

Understanding how to "*discuss with*" someone, not how to "*talk to*" someone is the point I'm making here. **Be or become a good and inquisitive listener and it will pay dividends.**

That was my friend. I have stuck up similar conversations based on the same approach, many through social media, and landed myself with writing jobs - articles for people's blogs and websites, their newsletters and so on.

Hell, I don't know where half of them get published and it doesn't even matter because all of it links back to me.

The ways to become wealthy, or for me to earn enough to live a life that I'm happy with - which mostly involves having sufficient to fund a nice moderate home, one or two holidays a year, a couple of classic car projects, and even the occasional club-level race car.

All the flash from the self-proclaimed "Gurus" is not for me - don't need it, don't want it.

If flash appeals to you, that's fine but my objective is to help you reach a point of sufficient self-generated income for freedom, not become a billionaire or the next Bill Gates or whatever... if you become one from the help I can give, **I'll be the first to congratulate you!**

Try finding anyone successful who wouldn't

vouch for the value of networking skills as one of the most vital and important elements of success.

So, looking to the question:

Engross yourself in all the books you can that cover topics such as: self-help study, entrepreneurial, wealth secrets, case studies, coaching, influencing people and so on. *Devour as many autobiographies and biographies and accounts as you can from successful people.*

A quick Google search will reveal many a successful entrepreneur who invested a few Dollars on one or two of the aforementioned genre of books, read it, re-read it, acted on its content, **and became another successful self-made entrepreneur.**

It's a discipline, a matter of self-control, and becoming accountable to and for yourself.

Become the communicator, the go-to girl or guy, trust me it IS learnable. When did someone enter this World armed with any set of skills? From that slap on our back to draw our first breath, *we all had to learn everything*

Learning is different for different folks, some are quicker or slower than others, but who's making comparisons? Not me. You learn at your own rate, but the result is the same... **success doesn't recognize speed, it recognizes focus and determination, it recognizes willingness and hard work.** And these character traits will lead you to your own version of success whatever that might be.

Along the way you will encounter risk, disappointment, frustration, blood, sweat, and tears. Welcome to my World! 😊. Navigate through it with the help of the resources I've

outline above, and don't be shy to email me - it'd be great to hear from you!

So where to start if you've no platform?

You will find inspiration in and from the books I've mentioned. More than a couple of those people started from poverty but their drive, focus and determination were their assets and main influences of their success

... Discover yours! You can do it.

Talk soon



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