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Knock Out Networking for LNCs Michael Goldberg

Both those who fear attending networking events and those who want to improve their skills will find unique value in this conversation between Michael Goldberg and I. Michael is a networking expert who approaches networking from the perspective of building relationships, trust, and mutual benefits. Look for like-minded people, he urges, and your networking will yield the results you want.

Learn:

- Why networking has more impact than advertising or cold calls
- How involvement in social media can hurt our ability to make powerful connections
- The importance of finding like-minded people in a networking situation
- The personal qualities of an effective networker
- The power of using the word, “we.”

Pat: Hi, this is Pat Iyer with Legal Nurse Podcast, and today we're going to be talking about something that affects every one of you who's listening, who wants more business and more cases. And I think that's probably the majority of you. I have with me Michael Goldberg, who I have known for maybe 10 years, Michael, I think?

Michael: At least.

Pat: We met at the National Speakers Association chapter for New Jersey, and Michael is a networking specialist, as well as a speaker, an educator, and author. And he is an amateur boxer, so you don't want to test Michael's skills in the ring because I've heard that he's really good. He has a firm called "Knockout Networking," which helps professionals like a boxer might do in a ring, knock somebody out. And he works with people to help them make better connections and more connections that are higher value.

Welcome to the show, Michael.

Michael: Well, thank you. I appreciate it. This is great. This is definitely not like being in the ring.

Pat: Now let's put this in the context of nurses who are entrepreneurs who want to meet attorneys and help build their businesses. Tell us why should we network as opposed to advertising or making cold calls?

Michael: Well, at the end of the day with the type of services that a speaker, a coach, trainer, or most entrepreneurs provide, if it's outside of products, it's really got to be through personal connections. Because people are investing in buying in the trust and working with us. Even social media as great as it is, is a component of networking these days.

But really when you come through it all, when you get to the final round... You see what I did there. I put a whole boxing thing in. But really at the end of it all, it's really about a personal connection and it's about relationships before you can have trust in attorneys, have trust in nurses, have trust in speakers, trainers, whomever it is. You know it's about the relationship.

And you know, it's funny, I opened a Ted Talk a number of years ago, and the theme was social media. And I was the last of nine speakers, so every speaker was there. And I had gotten there late, and I didn't know what everybody was talking about. But it was all about the social media landscape: It's the best way to make connections and far reach and being scalable and all these things. And all that's all true.

And I got up there being the final speaker, and now I'm going to have the final word. And I opened with... I didn't plan on doing this, but I opened with my belief that social media is actually ruining our ability to make more and better personal connections, which is affecting the way that we build relationships. And then I paused, like an awkward long pause because there were gasps in the audience. It went against everything that every other speaker said. And then I went into all the reasons why.

So, in answering your question, those are the reasons why. It's that with advertising, PR, social media, everything else really at the end of it all, it's about a personal connection and a personal relationship. And the best way to make that happen is through networking.

Pat: I know that I've often heard attorneys say that they like to meet in person the people who they're going to be hiring to work on their cases. They get inundated with letters, with phone calls, with visits,

with people trying to get past their gatekeeper. And yet if they have a chance to stand in front of the person they want to hire, it's on a whole different level.

Michael: Yeah, no question. Yeah.

Pat: I know that when we spoke, or you spoke for the Florida Speakers Association not long ago, you talked about one-thirders, two-thirders, and zero-thirders, and I am... I'm not a math genius. I never pretend to be. In fact, my idea of a nightmare would be to stand by a cash register and make change all day. So, I know you come from the restaurant business, where being able to run that register is a very important. I deliberately chose professions where I wouldn't have to make a lot of financial decisions, but let's start with the one-thirders and the two-thirders first before we get to the zero-thirders, which makes no sense to me.

Michael: Yeah, it doesn't make any sense to me either. To put it in context, Pat, I guess what you're talking about is: I talk about how you can't connect with everybody, even if you're really good at networking and have strong interpersonal skills. And I consider myself fairly strong in that arena, which is to say I love talking to people, and I love listening to people. But despite all of that, I find I only truly connect with about a third of the people that I meet.

That's not to say that with the other two thirds there's hate or anything like that, or resentment. It's just not a great connection. It's okay, but it's not like where you can ultimately take the connection to the next step, and then the next step, where there's trust built, or where it's effortless to speak to somebody. Put that into context, think about the people that you're closest with, whether it's in business or even family or other personal relationships. I refer to that as the one-thirder dynamic.

The one-thirder dynamic is: I meet 10 people. I truly only connect with about three of them. I meet three people and I truly only connect with one of them. That's one-third, so there's your math. So, the one-thirder dynamic is where you find such a connection that it's very easy for you to speak to one another, like it's effortless. There are questions back and forth. There's mutual interest. That's the one-thirder dynamic.

Today is Black Friday, so that made yesterday Black Thursday, which is Thanksgiving. I had a house full of 15 or so people, family members. And you know there are some family members who you just get along with better than other family members. The ones I sat closest with, the ones that I spoke mostly to and the ones I was most interested, frankly, were the one-thirders, because it's the same thing with families.

It's not that I hated anybody in my family. I don't, but some people you gravitate towards. So, imagine what that feels like in a business circle if you're a nurse looking to build a business, or on the other side of the continuum, if you're an attorney looking to build a business. It's going to be those one-third relationships. And you also mentioned two-thirds. That's the rest. Those are the others who, again, they're in the room, you know them, but they're not... (this is horrible) but they're not your fav. And don't worry because you're not their fav either. It's just the way life is. So, that's the one-thirder dynamic, the two-thirder dynamic, and then the zero-thirder dynamic. I rarely bring it up, but you did.

So, when you do the math zero over three equates to zero the last time I ran that calculation. Hopefully nobody listening to this falls in this category. You're looking to build relationships, looking to network, looking to meet people. If you feel that you have a difficult time connecting with anyone with respect, I will put you in the zero-third category.

And it doesn't mean that you're a bad person or that you're mean or there's anything wrong. But what it could mean is that you may be behaving in a way where people might be repelled by you. And I'm not saying that that you're going to stand out because you don't know how to behave; rather, I'll put it in context of business. You're selling your services. You're just walking the room, throwing business cards at people, and you're selling your services.

That's a very zero-thirder behavior and people aren't going to generally gravitate to that—or to one of my family members who frankly does nothing but talk about himself. That's fine, a good guy, but not everybody wants to sit there and listen to a monologue about you. That's a very zero-thirder behavior.

Again, we have to show up in certain ways and when you're in business circles, the way you show up is going to be the way that manifests in terms of people who do connect with you, and who you want to connect with, and what that connection looks like. And if you have the ability to have rapport back and forth where it's pretty much even keel, even steven, that's your one-third dynamic. And you can almost always force that issue by simply acting in a networking-based behavior, asking questions, shutting up as I'm listening, following up, following through, being engaged, being interested. That's the start.

A lot there, I know. I just threw out a lot.

Pat: I'm thinking about walking into the room and knowing only a few people in the room. Legal nurse consultants are often in that position if they're going to meetings where they don't know the attorneys who are present. And I know they're going to be wondering, "Well, how can I find my one-third?" "Where are those people hiding and how do I know when I walk in where to head?"

Michael: Yeah. Well, it's not so much knowing about where the one-thirders are. It's really about us acting as one-thirders, at least our interpretation of one-thirders. Because you know my version of a one-thirder might be somebody else's version of a two-thirder. How's that math, right?

Pat: Right.

Michael: So, it's really not a question of, how do I behave to connect with everybody because we just won't. It's about I'm going to behave in a way that's good networking behavior, which is learning, asking questions, being focused, being engaged, being present and making it about the other person. And imagine if you met people who felt that way too, that they were just as much about you as you are about them. In other words, how you're going to be so when you do present yourself to people those who tend to behave the way you do are attracted to you.

That's kind of the way it works. They can come out of the woodwork and they want to talk to you because one-thirders want to talk to other one-thirders. And, again, this gets back to like-minded because, Pat, you might have a different interpretation of a one-thirder than I do.

But my interpretation does not make it right or wrong; it means that I want to meet more people who have my view of how to network. And you might want to meet people who have your view of in terms of networking.

As a business owner, the view has got to be about other people. Because remember when we network, we're looking to build our business. But the people who we're networking with, they're not looking to build our business. They're looking to build their business. So, the way to make that work is to create a 'we' dynamic.

- "How can we help one another?"
- "How can we support one another?"
- "How can we do resources for one another?"

So, the conversation has got to support that.

Pat: Do you use those words when you are networking?

Michael: I do. I define networking as learning and helping. I define networking as a proactive, although sometimes it can be a reactive approach to meet people and learn from and potentially help them.

So, that's my lens when I'm meeting people. So, if I really like them and connect with them, a one-third, then I'm in this place of learning more and being in a position to help them. In which case, I will always. And it may not be the first time I meet them, like it may be, but it may not always be. It might be, "Pat, nice to meet you. You know I look forward to seeing you next month at the meeting." Because maybe there's not enough there, but you seem very nice.

Ultimately if there's a really good feel, I love using that verbiage. You know, "I would love to figure out a way how I might help you" or "Can you tell me how I can best be a resource for you?" I put that right out there, and a third of the time people will put that back out my way too. "Well, how can I be a resource to you?" So, now you're in this "we" place of, how we can be resources for one another and that's a nice way to be.

Pat: I know that we can go to an event and we can plan to deliberately network, and we talked about that for a few minutes. Tell us about the

difference between planned networking and serendipitous networking and how you handle those kinds of situations.

Michael: When I'm speaking with groups, I will often define networking as learning and helping, because of your focus on learning and helping. Then people tend to help us learn and help us right back. And there's the framework that I like to use. I call it serendipitous and strategic networking.

Whereas sometimes in a reactive way, we meet a one-thirder we didn't intend to because you know we're in the produce section of our favorite supermarket, or you're in an airport or what have you. But by demonstrating networking behavior by saying, "Hello. Hey, how are you" and that sort of thing where it could just be small talk as appropriate, that's serendipitous networking.

So, I often tell a story about connecting with people on airplanes, not that I'm working the cabin or anything. But if I'm seated next to somebody who's probably like this close to me, it feels weird for me to pretend that they're not there. So, I will often say good morning or good afternoon or whatever it is. And if they seem open and they just seem nice and they're receptive, I'll shake their hand.

"Well, my name is..." Hi, I'm Michael. It's very nice to meet you." And then I'll tell them, "Don't worry, I'm not going to bother you the whole flight." So, I want to let them know that right up front like I'm not going to be annoying, but I'm friendly. And a third of the time you know that will take.

You know I've got a business card around here somewhere of Brad, whom I connected with on my flight home you know this week and I was doing that. And, again, it wasn't the whole flight. This was a short flight from San Francisco to Orange County, but we definitely connected. And he runs an IT company and does a lot of work in software, and that's what I was doing, and so we got into this whole thing. We exchanged cards. I don't know where it's going to go, but we've already done the whole LinkedIn thing and back and forth.

The point is that if I said nothing, he probably would have said nothing, and I never would have seen him again. And I wouldn't have this interaction on LinkedIn that could lead to something for either

one of us or perhaps both of us. The serendipitous networking is behaving in a way where you open yourself up to the possibility of that happening just by being friendly, demonstrating networking behavior.

And then strategic networking is really on purpose with purpose. So, that's you going to cocktail parties, holiday. Now tis the season now, so holiday parties, association meetings, Chambers of Commerce, networking mixers. The whole thing where you've got a networking hat on. It's about, "Well, I want to work the room in a sense and not talk to everybody." But find the two or three people who you find a one-third connection to be able to ask questions. I'll ask questions and create that back and forth.

So, whether it's planned or unplanned, both good. But the net-net of all of that is that you're still demonstrating networking behavior, being open, being interested, being focused on learning, positioning yourself as a resource to potentially help if not now at some point later.

Pat: I know that you mentioned earlier about not selling, and I know that there are legal nurse consultants listening who will say to themselves, "But why not? I'm standing in front of an attorney, and that attorney has the need for my services. Why can't I sell my services and talk about what I do? What's wrong with that?"

Michael: It's not that it's wrong, and it's not that it's bad. But think of the reaction of an attorney or anybody if they go to a meeting, and they're probably focused on building their own practice, and they're meeting somebody who is pitching them. So that throws the frequency off. It's more effective to be able to just talk about that, "I'm a legal nurse, and this is what my focus is. How about yourself?" Because if they need your services or are interested in your services, they're going to talk to you about that anyway. You don't have to ask. It's pretty much obvious that if you are running a business or running a practice, and you're speaking to people, and you're at an event where you're supposed to be networking, that probably you're looking to build your business.

Behavior has got to be open, engaging. And don't forget, it takes time to build a relationship and to establish a connection and to establish

trust. I mean, it really does and that doesn't happen in a two- or three- or five-minute conversation. That happens over time.

"So, Pat, does it make sense for us to exchange cards? I would love to be able to speak to you more and figure out if there's ways that we may be able to help one another. Would you be open to that?"

That's the next footprint towards being able to establish a connection and build a relationship. And an attorney is way more likely to do business with a legal nurse over time and establishing relationship when trust is established rather than, "I'd like to pitch you my services." So, it's not good, bad, right, or wrong. It's just the way relationships work.

Before we continue, I want to share with you a free resource. Here are my questions of you:

Do you wonder:

- ▶ How do I pandemic-proof my business?
- ▶ Are social media and online networking worth the effort right now?
- ▶ How can I effectively use LinkedIn to get attorneys' attention?
- ▶ How do I get business and keep in touch with my clients through online networking?

You've got a problem:

- Attorneys are working at home, courthouses are closed, and you've got time on your hands.
- You wonder how you can advance your business when it is so difficult to reach attorneys.

I understand. I built an LNC business from scratch – from zero to a million dollars a year the last 5 years I owned the company. Networking and social media were important in my company's growth and are essential today.

Now I want to share with you my latest free online masterclass:
Online LNC Networking Today.

Here's what you will discover in my latest masterclass

- 3 surprising myths about networking and social media
- 3 secrets of LinkedIn success
- 13 reasons why you should be networking online right now
- The traps that will destroy your online networking success

Join me for the live masterclass if you listen to this podcast before March 31, 2020 or listen to the replay after March 31. Go to this link: <http://LNC.tips/networkingtoday>.

Pat: I saw that when I was exhibiting at attorney conferences and found that initially my thought when I started exhibiting was to meet as many people as possible. And then I discovered that as I had an established business that most of the people at the conference I knew and it was about reconnecting, seeing each other. They would ask me, "Well, Pat, what's new in your business?" And if I didn't have something new, they would be disappointed. I could see them go, "What do I say to her now? She has nothing new."

So, I think it's important what you just said in terms of reconnecting and building relationships and trust. It doesn't happen in two or three minutes, even though we desperately want it to happen in two or three minutes.

Michael: Of course, and we all do. I fall into that myself. I'm looking to build a business, and I sometimes have to remind myself. If I meet somebody, my niche is financial services. You know I work with mutual fund companies and annuity companies and broker dealers. And that's really where I play. And if I'm at an event and I meet somebody who I know is in a position of being an economic buyer and I know hires people like me, I feel like I want to go there too and say, "Well do you need my services?"

But if I have a connection, I will feel that, and I will almost say that. But it comes out as, "I know you probably have hired a lot of people like me, but we don't know each other well. But I would love to explore ways that we can help one another be resources for one another. And as we get to know each other better, I wonder where our

businesses might take us." Like I've used that language because now it creates a "we" dynamic and I'm just an elephant in the room.

I introduce it right there because I don't want this person to feel uncomfortable and put their gloves up like "Uh-oh, this guy's going to sell me." If it gets them to that, I'm not going to build a connection, right. It's the opposite. I'm going to create a disconnection. So, I put that out there so this way they breathe a sigh of relief because I'm now thinking the exact same thing that they're thinking.

And I try a role reversal. If I'm in their position, I would feel that way too. A boxer is about making more better connections. You know as a legal nurse, as an attorney, as a speaker trainer, whatever it is you do, it's still about how you're going to make more and better connections, and that should always be the default.

But you brought up something else, Pat, I want to mention. You brought up exhibits. When you're exhibiting, and you're at a conference where you're in a position to have a table or have a booth and exhibit, that does change things a little bit. So, networking looks and feels a little bit different, and I think a lot of the listeners probably can relate to this. It's that when you are an exhibitor, you have paid for real estate called a booth, or a table, or an exhibit space. You have permission to sell a little bit. You've bought that right, and that's what people expect.

When they go to regular networking meetings, it's different. It's about collaboration and back and forth. In that exhibit hall there is a little bit more of a sales bent, but it still comes back to relationships. It still comes back to when you're speaking to people and the attorneys who are coming to your booth finding out about their practice, what they're looking for, you know how you can still be a resource to them. They will be blown away if you're even at an exhibit and you don't come across with sales speak. But, again, you can leave them with a card, you can leave them with a brochure, you can leave them with something. Ask would it be okay to follow-up. "I'd love to learn more about your practice, and over time perhaps we can be resources for one another." I still default to "we."

Pat: Interesting. And going back to exhibiting for a minute, there are some very strict protocols in place by associations who say, "You can sell at

your table, but you can't sell in the hallway. You can't sell while you're sitting next to the attorney in the conference room listening to the talk. You can sell at the cocktail party." So, they try to prevent the attorneys from being inundated by legal vendors who are catching them wherever they can. And one of the big protocols as you can't sell if that attorney is talking to another exhibitor, distracting that attorney away from that person who's paid for their space.

Michael: That's right.

Pat: And I think what I just brought up emphasizes the importance of knowing the rules, both the written rules and the unwritten rules, when it comes to networking and selling so that you are not turning off a prospect.

Michael: Yeah, no question about it. And if you're going to sell something, maybe you sell a webinar, maybe sell a meeting because that doesn't come across as pushy because it comes across as another footprint. You say, "What I'm doing..." and maybe you collect email addresses or, "I've got a webinar coming up that's free where you can learn more about... and I might have an opportunity to learn more about you as well." And if you position the webinar in the right way, that's a nice thing to sell, and you can create an RSVP and the whole thing. And, again, it's about making more and better connections. And that's an excellent way of doing that.

Pat: And you know that is not the sales technique that I have seen legal nurse consultants use with attorney prospects. And that's brilliant.

Michael: And then on the next webinar, you sell your next webinar, right? But what you're selling is footprints, and now you can pitch a little, right, because now it's still your real estate. So, now you can pitch a little, a little bit, and it's okay. You're building some gravity, and you have two webinars a month or something like that. I do that myself.

I have a lot of people on my webinars because I'm always selling the next webinar, but some of my business comes from there too without me really having to pitch all that hard because, "Invite your boss, you know invite your managing partner." Now you will always have something to invite people to. So, imagine the amount of gravity that you create to get more and more attorneys on that and your kind of the

next happening clambake in terms of the webinars, provided you've got great information. And it doesn't even always have to be you as a legal nurse who's on the webinar. It could be something like this, right, a podcast. As long as you're adding value to your market, your attorneys, you've always got something to sell.

Pat: Many years ago, I went in with another legal vendor, and we rented a hotel room in Clark, New Jersey right off the Garden State Parkway. And we had a dinner in which we paid for the food of the attorneys, and we invited them for this dinner, and it was a networking dinner. Then afterwards, we talked about our services, the other company and me. There were two attorneys in the room who heard something that really excited them regarding a role that I was marketing at that time of supporting attorneys by explaining medical records of critically injured people so that the jury would understand what that big stack of records showed about what the person went through.

And I could see the light bulbs go off in these guys' eyes, and they both ended up hiring me. And I got the cost of the dinner, which was I think it was \$400 or \$500 between the two of us. And then it came back a thousand-fold just from that one connection. So, what you do in terms of helping people with networking is really critical because it opens up all these opportunities that you never would have known existed.

Michael: Yeah, exactly right.

Pat: Our time is up, Michael, and I think we could probably talk for hours about this topic because it's so fascinating and you have such great knowledge about it. Some of the things that I think I got away from this is, again, reiterating when you're talking to attorneys, offering to be a resource to them. You know some of the nicest thank you letters that I have ever gotten in my business is when I have referred a case to an attorney who has then taken that case and made money with it.

And it's, "Oh, thank you Pat. I really appreciate it. This is wonderful and so nice of you to think about me." I mean, it just goes on and on. And yeah, for the attorney, for the plaintiff attorney, it's getting cases. For the defense attorney, it's minimizing the damage or winning the cases so that there is no payout. And they are all always interested in knowing how to connect with people who are credible and great at

their role so that they get the best resources available when they're litigating their cases.

Michael: Yeah, no question about it. There's a lot of value that was provided. So, really and you know what I love about what you do and what probably a lot of the attendees here do is what's cool is that you already know your target market. And a big part of what I'm sharing with financial advisors is how they can identify, develop, establish their target market.

But you know who it is, so now it's a question of where you need to go, what you need to say and with whom you need to say it. And that's networking, right, going to the right places, saying the right things, meeting the right people but then it's behaving in the right manner. So, once you have all of that happening, it's now demonstrating 'we' behavior, learning, helping, asking questions, being engaging, being enrolling, being interested and being a resource.

When you talk about math, that's the perfect mathematical equation for building a successful business. It just is like, there's no downside to that you know. It ekes out the people you don't want to be working with. But what it does, is it creates the gravitational pull that brings the people who you do want to be working with and making more and better connections.

Pat: How can our listeners find out more about the services that your company offers?

Michael: My company offers speaking, training, coaching and consulting services in the area of networking and referral marketing. So, those who are interested in learning more about that is you can go to knockoutnetworking.com and you can see some of the things that I provide. I do have a book out called *Knock Out Networking*, which is available now. Although, I got a new book coming out, which are... It's already posted on Amazon, which is *Knock Out Networking for Financial Advisors... and Other Sales Producers*. For an updated version, which will be out in April of 2020. Although, presales are coming in right now. And I think it will actually be available probably towards the end of March. And if I can be a resource to anybody, it would be my pleasure to be that. So, thanks everybody.

Pat: Thank you.

Michael: All right.

Be sure to watch my masterclass, **Online LNC Networking Today**. Join me for the live masterclass if you listen to this podcast before March 31, 2020 or listen to the replay after March 31. Go to this link: <http://LNC.tips/networkingtoday>.

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