

*The Power of*

# Authority

*5 Secrets to Building Your Network:*

*Online and Offline Networking Secrets That Deliver Results!*

*by Lisa Robbin Young*

Author of "Home Party Solution"

<http://www.homepartysolution.com>

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## About the Author

**Lisa Robbin Young** is an author, speaker and business coach specializing online marketing strategies for Direct Sales and Network Marketing professionals. She is an award-winning author, speaker and graphic designer, and an accomplished musician, with 2 full-length albums to her credit.

Lisa's book, **Home Party Solution**, is a step-by-step system to help direct sales consultants build their credibility by harnessing the power of the Internet. It has received rave reviews from industry coaches and consultants alike. The book paved the way for a free online community, as well as Lisa's personal target marketing program, **Build a Better Customer**, which is freely available at <http://www.homepartysolution.com/member>

## 4 Stages of Learning

1. **Unconscious** \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_ **Competence**
4. \_\_\_\_\_ **Competence**

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Each of us passes through these phases. The speed at which we move through them determines

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Connecting isn't about \_\_\_\_\_.

It's about \_\_\_\_\_ ourselves in \_\_\_\_\_.

*Secret # 1: Be \_\_\_\_\_*

**Your Momma was right!**

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In networking, \_\_\_\_\_ is the second most important component to creating \_\_\_\_\_.

When you create a \_\_\_\_\_ that people can \_\_\_\_\_ easily, you have more credibility.

### *Credibility*

1. **Know**
2. **Like**
3. **Trust**

The higher your credibility, the more \_\_\_\_\_

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a prospect will \_\_\_\_\_.

Also Known as 'Percieved \_\_\_\_\_'.

Secret #1 ties back to this. \_\_\_\_\_ is the key.

1. Be \_\_\_\_\_ on WHO \_\_\_\_\_.
2. Communicate it:
  - Blog
  - 
  - Articles
  -

***BE HEARD! GET YOUR VOICE OUT THERE!***

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**Secret #2: Get a little \_\_\_\_\_**

**Share only \_\_\_\_\_ details.  
\_\_\_\_\_ common ground.**

**You don't need to \_\_\_\_\_ personal and  
professional details – particularly in \_\_\_\_\_ world.**

**The more \_\_\_\_\_ the info you share with your  
audience, the stronger the \_\_\_\_\_; the better the  
\_\_\_\_\_.**

**KEEP PRIVATE INFO \_\_\_\_\_**

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## **Secret #3: Don't Expect \_\_\_\_\_**

**The quality of the \_\_\_\_\_ determines the quality of the \_\_\_\_\_.**

*It's called Net WORK ing for a reason!*

## **Secret #4: Give \_\_\_\_\_ First**

**This is the NUMBER ONE thing you can do to grow your network quickly with quality contacts.**

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**Create a customer 'crack \_\_\_\_\_'**

**Strive to \_\_\_\_\_**

***Secret #5: It's all about \_\_\_\_\_, but it's not!***

**Meet them where they \_\_\_\_\_.  
Join the \_\_\_\_\_ in their \_\_\_\_\_.**

**For additional information, or to schedule a  
private Authority Assessment:**

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