

# Kym Yancey - Networking

**INTRO:** Please welcome, Kym, the happy guy, Yancey.

**KYM YANCEY:** That song was played so much. Right? I don't know if we ever got tired of it. Right? Now you don't hear it as much and now when you hear it, it is like brand new again. You know what I mean?

Alright, so this is day 3. Day 3 – man! Big party tonight, lots of networking, we have the incredible International Femtor Awards. That's going to be exciting. For those of you that have never seen this before, the International Femtor Awards takes you to a place emotionally that really warms your heart like never before. It's really going to be fantastic!

Alright, networking. Having a good time with meeting new people?

**AUDIENCE:** Yeah! [cheers, clapping]

**KYM YANCEY:** Let me tell you, I always struggle with networking believe it or not. Sandra has talked about this before, but when we started eWomenNetwork years before the number one reason we did this was because both of us were bad at networking.

I had an advertising agency and when I had my agency I would go to Chamber of Commerce meetings. By the way, listen I'm a fan of Chambers of Commerce as they bring huge value to the market, but what I found is I would go to these Chamber of Commerce meetings and I always felt like I failed. I went there, and I was very clear on my objective. I wanted to meet some people and I wanted to get some new business for my advertising agency. I had all my cards, I was loaded up, I would walk into these chamber meetings and I was looking for people to sell my products to. I was very singular focused on that. I'm here for new business. That's why I'm here. Every time I would leave I would think, "Well, did I get any new business? Did anybody say they wanted to meet with me and do business with me?" I completely missed the point.

One day I went and saw a friend of mine, his name is George Frazier. He wrote a book called *Success Runs in Our Race*. He is out of Cleveland, OH. I heard about this guy and it was in the middle of the day and he was doing a book signing in a book store in Dayton, OH. Something compelled me. I was busy all the time and I had 40 employees, but I decided in the middle of the afternoon that I'm going to go to this book signing. Which I have never done, never! I go and sit back and George proceeds to say that the number one reason why you network is to give.

**AUDIENCE:** [cheers, clapping]

**KYM YANCEY:** Is to give! It floored me. I'm sitting like, "Oh my gosh!" I've been doing it all wrong. I've been going to network to get. My focus was on what am I going to get? In fact, I couldn't wait for them to stop talking so I could tell them about my products and services. I wanted to hurry up with what I had to say, and I thought that whoever went first, like by going first – let me tell you about me, let me tell you everything I can about me because I really want to sell my thing.

What he said about giving changed everything for both Sandra and me. Our approach changed. I thought about every deal that I personally have ever secured in business and I started to talk to friends about it. "Tell me about the deals, the biggest deals the greatest opportunities that have come to you. Where have they come from?" We found out, I have not talked to anybody that has closed a big deal where face to face interaction, what I call disruptive face to face communication, was not a part of it.

I wrote this thing down, in fact, there are 12 ways that when you come to an event like this that you need to think in your mind, thinking about the opportunities that are in front of you.

In addition to selling - you network for resources. This is an unbelievable resource pool for any help that you need.

American Express did a study and it was all around what they were trying to get to. Alright, if only 2% of women owned businesses cracked the million-dollar code, the million-dollar threshold in business. What's the blockage? The number one thing they discovered was women don't ask for help. That was the number one thing they found. They wouldn't ask for help. I've seen it in my own life. I've got to remind people, I've got to remind people on my staff, you know, ask for help. Ask for what you need.

You know what happens ladies, and I've seen this, is this layering effect. You have all these things on your plate and your so gifted, your so talented, and you have all these things on your plate and so they layer up on you. They just – boom, boom, boom, boom. Just layers of things and next thing you know you are feeling a whole lot of anxiety and whole lot of stress and wondering how I'm going to get this all done. Through all of that you are not asking for help. Help can be anything from honey could you wash the car, could you help me, hey honey would you mind filling up my car. I mean it's little things to the big things but asking for help. This is an unbelievable resource center for you. I want you to understand this. Yes, you want to market and sell your product. That's a given. There's not one of you here that doesn't have a gift that you want to offer someone else and make no doubt about it you all have gifts. But I want you to know you have a resource pool here. That's one.

Number two, ideas. How many ideas do you need? Quite frankly all you need is one blockbuster idea. Out of this whole conference, you walk away with one implemental idea, you have won the game. One, one. Now, if you are gifted enough and you get two, three, four – oh my God. You have hit the jackpot, but ideas network for ideas.

Listen, Sandra and I are getting more and more comfortable with it. I must get comfortable with the 60 word, the 6-0 word. Okay.

**AUDIENCE:** [laughter, clapping]

**KYM YANCEY:** Hey, listen make no mistake about this. I mean, let's talk about anybody that's in the 1950's. Anybody out there?

**AUDIENCE:** [cheers]

**KYM YANCEY:** Well you 1950 baby's – you know this, okay. I'm talking about that whole decade of the 50's. You know what, you get out of bed, I've got to warm up. Right? There are times when you are walking in your house and no one can see you and you are thinking I'm glad there's no camera on me right now. You know what I mean?

Resources, ideas, partners, partners – you know you network for partners. I'm not talking about 50/50 revenue share partners I'm talking about partners that augment what you do. Let's talk about what that means, augment what you do. If all of a sudden, I can take you to here, I don't do C, D, and E, I do A and B, but the C, D, and E you have got to go someplace else and get it done. No, they don't. They can do it with you because you have a partner who does C, D, and E. This a place for you to build your infrastructure and your network because you have other people who can fill in the gaps in the areas where you don't and you because you've built the trust with your client and have a relationship with this client so when you say this is who you want to use – you trust them. You see what I'm saying.

Partners, femtors, and mentors are people you are going to meet that maybe there's no “business,” but they inspire you. It's something else, they make you laugh, they bring a joy to you, and create an opportunity for you.

Hyrum Smith, if you don't know who Hyrum Smith is, he is the founder of the Franklin book and then later his company acquired Steven Covey's company and it became Franklin and Covey. I knew Hyrum, from years ago. Not personally, I knew him on video. I had a good relationship with him on video. I loved him, but when I met and built a deep meaningful personal friendship with him he said, “Come out to the ranch. I want to get ya'll to my ranch. Come out and spend the weekend.” I mean the guy's a master. Here's what he knew. Let's not talk business. I like you. Come on out to the ranch and let's spend the weekend together. Do you understand the power of inviting people into your world?

It doesn't have to be a ranch. It can be a wonderful lunch. One of the greatest things you can do is let yourself off the hook with thinking there must be a special outcome to having this lunch with you. No. You can have lunch and enjoy it with someone. You say, “I just feel a connection. I just want to know you better.” Nothing is better than for you to take someone else out and say, “I want to know more about you.” Do you know how intoxicating that is? How wonderful that is? With no outcome, no outcome, no outcome, because magic happens then.

Here is what's important, I'm not suggesting these things as a tactic. This is not like I have an alternative motive here. Be sincere and authentic in these feelings and stuff is going to unfold that you did not count on. All the interesting things that happen on the way to the dance, on the way to doing the things that you do. It is incredible the things that happen to you, that unfold for you. I promise you this.

I doubt that you are doing today what you thought you would be doing 20 or 30 years ago. Do you understand what I'm talking about? What I'm saying is you have evolved, and you will continue to evolve as our cultures evolve. You must be open to these things and the more you are open to them and let go of outcomes, of immediate I must have some meaning behind this right now and let go of it. Oh, you are going to have a lot more fun, a lot more fun.

Social connection – the other thing while you are here is the social connections that will be created both for online, you know, one of the things I find most intriguing are the people I run into and I say, "I feel like I know you because I've seen you on Facebook. By seeing your posts, I can see what you say and it's great to meet with you and connect with you in person.

I must tell you something, that space – [brings guest up from audience] alright so we are talking right now, that's one thing, but as we come a little bit closer. This is very disruptive. It doesn't get any more disruptive. You don't have a better opportunity than what we've got right here. This is the magic, right here, this space that we have. The brain, all of it, our chemistry, all of that and the decisions that we are making, but this is the opportunity. This is priceless. Facebook is fine. This is priceless. [showing the space between them]

**AUDIENCE GUEST:** Absolutely!

**KYM YANCEY:** Hey, can I have a hug?

**AUDIENCE GUEST:** Yeah, you can have a hug.

**KYM YANCEY:** Alright. Leads, countless leads, countless leads when you network.

Network for investors. Now, you don't have to say, "I'm looking for investors." It comes up when you are talking to people. Especially when people are doing the same thing you do. You know a great way you can franchise your business. Not necessarily going through a franchising model, which is excellent, but you can franchise your business by lining up with another partner who does the same thing and you create a franchise like relationship with another person. "You're doing this in LA. I'm doing this in Cincinnati." "Oh, you're doing this in NY. I'm doing this in Texas." There are things that you guys could start to have discussions around, frankly, it is a great exercise to have the discussion. To have a talk about what could be. I remember our first date, Sandra and I, these were the parting words after our first date. I looked at her and said, "I had a great time," we had a great time with each other and I said, "Is it possible that we can go to a play, go to the movies, go out dancing and not have a destination? Could we do that?" She looked at me and she had just broken up with her high school boyfriend, and she said, "I'd love

that.” Do you understand, let go of the expectations, do we have to have a destination? Let’s just begin and then it’s 38, 39-years later. Okay.

Friends – you network for friends. Listen you cannot be in a better place for friends than right here. You can’t be in a better place for friends. What do you have? You have shared vision, you have shared commitment, you have shared passion – friends. Do not let the friends slip through your fingers. Here’s the one thing, and I know you’re experiencing this because we’re so open here and when you get outside of you it feels so different, but here this is the kind of environment where you can walk up to another women and say, “I’ve seen you and I want to get to know you. I want to know you better.” Nothing awkward about that, the other person is going to say, “Fantastic.” You see how beautiful this is.

Employees – don’t take any of my employees.

**AUDIENCE:** [cheering, laughter, applause]

**KYM YANCEY:** You ask so people know what you are looking for. Listen to this, I’ll go to an eWomenNetwork event and I’m in the circle and guess what I say, “I need somebody who’s a good concrete man. I have some columns that I must have some concrete work on and I also need someone to stain my fence. You guys know anybody?” I use that network for so many resources it’s unbelievable. It’s incredible, in fact, I think when you are asking for help from eWomenNetwork I think it’s better than anything. Because it’s there, it’s there.

Marketing – marketing, you must show up. I’m telling you there’s not one national sponsor, I have brought in million-dollar sponsors, I’ve brought in \$2000 sponsors and there’s not one sponsor that I wasn’t able to do a big deal with because I met them face to face. I make sure, you know what you are doing right now? My personal success as it relates to business and sponsorships, because that’s one of the main roles I have in eWomenNetwork. It all happens when I go to their events. I go to events, magic is in events. I go, get your face in the place and start smiling. It’s very important that you put a big smile on your face. Can I see your smile everybody? Where is my camera? I must get my camera on this.

The biggest of all, that I started this thing out with, you network to give. Number one, you network to give.

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