

The Work Network Development Model

① Build It

“Before You Need It”

Two Questions to Start

1. Seek
 - “Who do you know that I should know?”
2. Qualify
 - “What would you do if you were me?”

② Maintain It

“So You Have It”

Three Ways to Communicate

1. Call Them Every Month
2. Mail Them Something Of Interest Every Month
 - Monthly Notes
 - Gifts Three Times a Year
3. And for Your Inner Circle, Meet Them every Month
 - Share Your Plans & Goals
 - Review Your Net Worth Worksheet

③ Engage It

“When You Need It”

Fives Rules of Engagement

1. Do Deals
2. Keep Your Word
3. Don't Talk Bad About Anyone
4. Don't Short Change Anyone
5. Refer Business to Your Network

The Times of Engagement

1. Inner Circle—Each Month
2. Support Circle—Each Transaction
3. Service Circle—As Needed