

Transcript_Leveraging Your Network to Make More Money by Jennie
Cashman Wilson

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00:00:02.780 --> 00:00:07.939

Jennie CW: Hello! My name is Jenny Cashman Wilson. Welcome to leveraging your network to make more money.

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00:00:08.109 --> 00:00:23.279

Jennie CW: so I help people achieve serious outcomes playfully. I do that through playful facilitation I do it through coaching and well-being. I use techniques like Lego, serious play. And I'm also a children's author of True story becoming brave.

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Jennie CW: So I work with organizations. I help teams to reconnect, innovate, and communicate better through playful facilitation. And as I mentioned, I'll use creative techniques like Lego series play, but also movement

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Jennie CW: games, breathwork, guided visualization. It kind of depends on what the outcomes are. So I work with clients in a bespoke way. Individuals. I coach purpose driven creatives and entrepreneurs on finding clarity and balance in their lives and careers, so that they can build sustainable careers and businesses, and I use a lot of my creative techniques as part of my coaching as well.

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00:00:58.848 --> 00:01:17.840

Jennie CW: Primary education is another area that I work in. So my book has an assembly and workshop that accompanies it. So I deliver that in schools for 4 to 8 year olds, to help them to explore feelings around courage and loss. And yeah, to basically develop their emotional intelligence and their resilience.

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00:01:18.750 --> 00:01:32.809

Jennie CW: So this is what we're going to cover today, I'm going to just talk you through 5 facts about me that are relevant to this session. And then I'm going to walk you through my whatsapp framework, which will help you understand how you can leverage your current network to make more money.

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00:01:34.050 --> 00:01:47.210

Jennie CW: So 5 facts about me. Fact number one, I grew up wanting to be an actor, and this has really stood me in good stead. So I was very creative. As a child I really loved storytelling and dressing up and

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00:01:47.210 --> 00:02:14.439

Jennie CW: moving around and dancing and making art with my hands, or paint, or whatever I could. You know, whatever I could do that was creative. I was into it, and that ended up, manifesting as me, wanting to be an actor. For a very long time I was acting probably all the way into my twenties, and it's been really helpful in terms of being able to speak on stages as well as develop relationships with people and tell stories.

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00:02:14.783 --> 00:02:27.069

Jennie CW: Fact number 2 is that my husband died when I was 31. So I was in a relationship with a jazz musician from New Orleans called Abram Wilson, and he was critically acclaimed and award winning.

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00:02:27.120 --> 00:02:31.299

Jennie CW: He made London his home for the last 10 years of his life, and I was

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00:02:31.480 --> 00:02:49.840

Jennie CW: part of the last 3 years of his life, and we worked together and got a lot done in that very what you know now seems like quite a short period of time, and we were in the middle of a tour. And he he wasn't very well. And he he basically passed away very suddenly in the middle of that tour.

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00:02:50.180 --> 00:02:56.469

Jennie CW: And that was the catalyst for me setting up the Abram Wilson charity. So I decided I wanted to

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00:02:56.788 --> 00:03:02.459

Jennie CW: build something in his memory to continue some of the work that Abram and I had been doing together.

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00:03:03.048 --> 00:03:08.889

Jennie CW: So I did that. I started that, and I did it in my free time. I did it like 1st thing in the morning, last thing at night

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00:03:08.900 --> 00:03:25.210

Jennie CW: weekends, and at the time I had a full time job, and then I moved into a part time job, which brings me on to Fact number 3, which is, I got fired from that part time job. So that was probably about 4 years into building the Abel Wilson Charity, at which point I was really getting

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00:03:25.210 --> 00:03:46.170

Jennie CW: to a place where I was like, I just want to be able to focus on this full time. I think I raised about 100,000 pounds by that point. So not huge amounts of money. And yeah, that was the kind of kick up the bum that I needed, and the following 6 years I raised 900,000 pounds. So over the course of 10 years I raised about a million pounds.

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00:03:46.937 --> 00:03:52.669

Jennie CW: That number 4. I really like people. So I think this definitely helps when you are

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00:03:53.020 --> 00:04:09.370

Jennie CW: using your network in the way that I'm going to suggest you can use it. It helps to like people. It helps be curious about them. It helps to want to build relationships. And then. Fact number 5 I've already mentioned. I have a children's book out called becoming Brave. And this is a true story. It's about me and Abram, when we were little

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00:04:09.671 --> 00:04:25.939

Jennie CW: and about how we both love to play as children, and he went on to continue that as a profession, whereas I kind of shied away from it and was worried about people not approving. And yeah was more concerned about being good. So this is about kind of what happened after we met

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00:04:25.950 --> 00:04:40.779

Jennie CW: and learning about yeah, how to be, how to be courageous, how to be brave, that there is always going to be some fear when you're trying something new, and you're trying to be brave, and that there is also magic in failure.

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00:04:42.600 --> 00:04:49.020

Jennie CW: So how do you feel about networking? I imagine, that you are here because

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00:04:49.460 --> 00:05:14.490

Jennie CW: you perhaps, are not that keen on it? Or maybe you just don't like the word I think the the word can can really sort of put people off a lot of the time. But I think if you are able to kind of see networking as as yeah, making friends. Then it becomes a bit easier. So making friends, building relationships with people meeting new people, finding out about what other people are up to

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00:05:14.760 --> 00:05:26.399

Jennie CW: making connections. That is ultimately what networking

is, but I think it can get a bad rep sometimes because of the situations that we find ourselves in when we have to network.

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00:05:26.400 --> 00:05:44.979

Jennie CW: I know in my twenties I really hated it because I get told to go to these conferences and events, and you know the approach was, you need to find the really important people in the room and go and talk to them. I was just like I'm never going to do that. So this is a slightly different approach to networking, which is about actually focusing on the people that you already know.

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00:05:46.619 --> 00:05:56.959

Jennie CW: So I'm going to introduce you to my whatsapp framework. And we will start with W, which stands for who? So start with who you know.

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00:05:57.440 --> 00:06:06.889

Jennie CW: and then a stands for advice, so ask for advice, it could also stand for. Ask. Both of these words are important, ask for advice.

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00:06:06.920 --> 00:06:13.150

Jennie CW: S is for stay in touch. U is for, understand who you're talking to. And P is.

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00:06:13.170 --> 00:06:16.329

Jennie CW: keep building your network of people.

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00:06:18.950 --> 00:06:21.489

Jennie CW: So let's start with who you know.

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00:06:22.970 --> 00:06:47.970

Jennie CW: I want to do a little exercise with you, or or you know I should say I would like you to do a little exercise now, so I would like you to do at least a 3 min brainstorm listing everyone you know who you'd be happy reaching out to and I'd like you to get at least 5 to 10 contacts together. But if you can do more than do more, so my suggestion right now is, pause the video.

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00:06:48.140 --> 00:06:54.219

Jennie CW: Give yourself 3 min on the timer. If you're if you find you're on a bit of a roll, then keep going.

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00:06:54.600 --> 00:07:06.120

Jennie CW: If not, come back and we can move on to the to the next

exercise. Okay, so 3 min, 5 to 10 people who you would be happy to reach out. Yeah. Happy to be reached happy to reach out to

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00:07:06.920 --> 00:07:07.840

Jennie CW: done.

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00:07:11.360 --> 00:07:40.420

Jennie CW: Okay? Hopefully, you pause and you've come back and we're moving on to exercise 2. So this is 5 min to start organizing your contacts. So whatever you've got, I want you to start organizing them now in an ideal world. You've got at least 10 contacts, and I want you to take up to 5 min to just look at the contacts and be like, okay, what? What kind of contacts are these? Are they just friends and family. Are they people that I work with?

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00:07:40.733 --> 00:07:57.170

Jennie CW: Are they people who I would like to speak to? I would, you know. But I'm you know I don't know them that. Well, maybe you've kind of added a few of those in as well. I did say that you feel happy reaching out to at this point. But it's fine if your brainstorm kind of went

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00:07:57.240 --> 00:08:03.789

Jennie CW: went a bit further than that. So just take 5 min to organize your contacts and then come back when you've done it.

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00:08:04.750 --> 00:08:05.579

Jennie CW: go ahead.

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00:08:08.240 --> 00:08:17.570

Jennie CW: Okay. So we've moved on to exercise 3. And this is 2 min to prioritize your top 5 to 10 contacts. So

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00:08:18.122 --> 00:08:30.410

Jennie CW: I'm hoping that through the sort of brainstorming and the organizing that you've perhaps come up with a few more contacts. Because you've realized that you can't just like rely on

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00:08:30.430 --> 00:08:52.450

Jennie CW: your mom and dad, or your or your or your siblings, or whatever it is. So basically, in an ideal world, you'll have some people who are friends and family. You'll have some people who you work with, and then you'll have this other little list that has kind of started to emerge. Who are people that you would like to talk to, who, you know, are connected to people that you know. Right?

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00:08:52.730 --> 00:09:07.749

Jennie CW: That's like you get, you get some bonus points if you've got group number 3, so I want you to take a couple of minutes just to prioritize your 5 to 10 contacts and just kind of in order of priority. I want you to think about.

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00:09:08.000 --> 00:09:09.845

Jennie CW: You know how

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00:09:10.550 --> 00:09:14.700

Jennie CW: How much does this person know in terms of what they'd be able to help you with?

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00:09:15.584 --> 00:09:24.419

Jennie CW: And who do they know who might be able to help you. That's kind of how I want you to think about it when you're prioritizing your contacts. Okay.

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00:09:24.500 --> 00:09:35.329

Jennie CW: so just give yourself a couple of minutes. If you've got more contacts, you've given yourself more time to do this, then obviously spend a bit longer prioritizing them. So I think you kind of want to have like

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00:09:35.660 --> 00:09:38.789

Jennie CW: 5 to 10, like, really good contacts to begin with.

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00:09:39.500 --> 00:09:40.500

Jennie CW: Okay, got it.

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00:09:42.830 --> 00:09:55.300

Jennie CW: So now, your homework is to basically build on this list. Okay. So using the the exercises that we've just done, I want you to build on this list and try and get to somewhere between 25 and 50 people.

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00:09:55.360 --> 00:10:16.250

Jennie CW: And again, it's trying to think about people who, you know, who you'd feel. Okay about contacting and who have a wealth of kind of knowledge and experience. They might be a similar level to you, and you just really would love to kind of chat to them about about. You know what they've been up to in their experience and get some

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00:10:16.260 --> 00:10:39.770

Jennie CW: feedback that way. Or they might have a lot more experience than you. and the other thing that I mentioned earlier is, you know, who are they connected to like? What's their network like? Are they connected to people that you quite like to be talking to, or do. They always seem to be going off to like cool events, or you know, being involved in stuff that you'd also.

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00:10:40.010 --> 00:10:46.710

Jennie CW: you know, kind of a bit like, how are they doing that? That's another thing to think about when you're compiling this list. Okay?

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00:10:48.310 --> 00:10:56.639

Jennie CW: All right. So we're going to move on to A for ask or a for advice. So ask for advice

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00:10:57.620 --> 00:11:27.279

Jennie CW: otherwise known as the Aa. I don't know, if you remember, of the Automobile Association, but that could be another way of remembering it. Okay? So why advice? Well, for a long time I was fundraising. So I started off as a professional fundraiser in the arts back in 2,007. And then that stood me in really good stead when I was building the Abram Wilson Charity.

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00:11:27.610 --> 00:11:33.839

Jennie CW: and one of the things that I learned during my fundraising journey was, if you ask for advice, you get money.

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00:11:34.240 --> 00:11:38.270

Jennie CW: and if you ask for money, you get advice right? So

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00:11:39.200 --> 00:11:45.330

Jennie CW: that's something to bear in mind. If you go straight in for the jugular, you're probably not going to get what you want

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00:11:45.785 --> 00:11:53.299

Jennie CW: so asking for advice is really about relationship building. Okay? So it's about kind of going to somebody who.

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00:11:53.390 --> 00:12:03.220

Jennie CW: you know and say, would you be able to help me like you've got a wealth of information, and I'd really love to hear what you have to think about this.

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00:12:03.612 --> 00:12:08.899

Jennie CW: It's the 1st step to building a relationship with somebody. In a professional context.

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00:12:10.130 --> 00:12:18.689

Jennie CW: So be curious. If you're going to take this approach. You know, be genuinely interested in the people that you get in touch with.

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00:12:19.075 --> 00:12:44.350

Jennie CW: Be prepared to ask lots of questions and be prepared to listen. Listening involves asking open ended questions so questions that start with, who? How? Why, when? What? And also reflecting back. So that those are 2 very basic coaching techniques that allow you to get more information out of a person, and that's what you want to be able to do, which I will, I'll come to in a bit.

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00:12:44.800 --> 00:13:00.640

Jennie CW: So be curious. And the outcomes that you generally tend to get from this approach of asking for advice is, of course, advice. You know. You'll get some advice. You may also get some introductions and some invitations to things. So I've always found that that's something

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00:13:00.690 --> 00:13:16.539

Jennie CW: that happens. Not 100% of the time, but certainly quite a bit of the time when I ask people for advice they'll be like, Oh, you know, you should really think about talking to such and such. And you're like, Oh, that sounds like a great idea. Would you mind doing an introduction like? Do you know them.

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00:13:16.780 --> 00:13:43.269

Jennie CW: or have you? Have you heard about this event. Are you going? I'm going to be going. You should come along. And then the other thing is paid. Work right? Financial opportunities. So that's something else that comes from asking for advice. It might not come immediately, but certainly it starts the conversation and the and the relationship, and that can lead to paid opportunities. It might not also lead to paid opportunities from the person that you ask advice from

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00:13:43.862 --> 00:13:45.950

Jennie CW: that makes sense, anyway.

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00:13:46.700 --> 00:14:00.330

Jennie CW: But it might come from somebody that they introduce you to. So that happened to me. Over the summer. My friend Kate

introduced me to somebody who runs a consultancy and I had an initial meeting with her.

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00:14:00.740 --> 00:14:19.109

Jennie CW: She was a yeah one of the co-directors, and she was like, Well, we're not. We're not looking for new associates. And I was like, Yeah, yeah, that's fine. And you know, to be honest, I didn't really think I would be a good fit for them anyway. But it turned out that one of their values was playfulness or being playful.

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00:14:19.220 --> 00:14:39.919

Jennie CW: And so I was talking to her about my passion of playful facilitation and and the kind of benefits of that, and what it can bring out in people. And she was like, oh, that's really interesting, like, if you'd be up for piloting a session with us. We've got an away day in the summer. So I did so I offered them an experience.

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00:14:39.920 --> 00:14:53.449

Jennie CW: and and then, after that they invited me to come to become one of their associates. So you never quite know where things are going to go. And so it might be that you're introduced to somebody, and you're like, oh, that doesn't feel like

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00:14:54.250 --> 00:15:07.830

Jennie CW: like an obvious fit and that's happened to me a few times, and I've just g1. 0, you know what. I'll just meet with them, anyway, because I'm sure they'll have something interesting to to share with me, and then it ends up, becoming like way more than I imagined it to.

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00:15:09.230 --> 00:15:18.520

Jennie CW: So yeah. So another story. Is. This is from way back. When when I was setting up the Abram Wilson charity. So this was back in 2013,

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00:15:18.953 --> 00:15:32.769

Jennie CW: and basically this this guy called Andrew missing, and was somebody that I'd met a few years previously, he'd basically delivered consultancy work, a strategic work for an organization that I was working for back in

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00:15:32.780 --> 00:15:48.770

Jennie CW: 2,009, 2,010, and this was when I was with Abram. So we were working together at the same organization, and this guy came in, and he he delivered some strategy work, and it was good, you know. I was impressed by him. And so, after Abram passed away.

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00:15:49.160 --> 00:15:58.639

Jennie CW: I was trying to sort of work out what the Abel Morton Charity was going to do, what it was going to focus on, and I got in touch with him, and I was just like.

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00:15:59.390 --> 00:16:08.300

Jennie CW: I don't know if you remember me, but this is what's happened, and and this is what I'm trying to figure out, and I was wondering if you might be able to help me like I'd really appreciate a phone call

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00:16:08.410 --> 00:16:13.309

Jennie CW: in the end. He was super generous. He gave me 3 days of consultancy work pro bono.

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00:16:13.570 --> 00:16:22.109

Jennie CW: and that included a roundtable discussion that he co-organized with me and facilitated. So it was like a 3 h

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00:16:22.150 --> 00:16:40.900

Jennie CW: session. We agreed to invite 10 of our contacts. His network was way better than mine, and he got some really brilliant people along to that roundtable discussion, and off the back of that I got a patron out of it for the Abraham Wilson Charity, a musician called Nitin Sawney.

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00:16:40.900 --> 00:16:56.519

Jennie CW: who then later donated his band himself and his band to our 5 year anniversary, and agreed to headline that when we had a big 5 year anniversary event in 2017, and Giles Peterson also got involved in the Abram Wilson charity as a donor.

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00:16:56.850 --> 00:17:13.279

Jennie CW: and then as part of that, his festival, we out here gave us a showcase opportunity at we out here festival. So that's happened, I think, 3 years in a row now, and then. The other person was somebody called Tom Fredericks, who's a senior partner at a boutique firm called Clinton's.

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00:17:13.280 --> 00:17:28.460

Jennie CW: and he became the pro bono legal adviser for the open Wilson charity for a decade. So, and that was just all off the back of me, getting in touch with somebody who I'd not spoken to for about 3 years, and asking him if he would if he'd be up for helping me.

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00:17:30.980 --> 00:17:44.520

Jennie CW: So, moving on, it's your turn. I would like you to draft your 1st email to your list. Okay? And I'm going to give you a little structure to help with that. So this is an example structure.

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00:17:45.800 --> 00:18:02.510

Jennie CW: you start by showing genuine interest in what they're up to. Okay, so think about this person you're contacting. Think about what you know about them. Think about what they're working on at the moment. And mention something about that at the beginning of your email. So it's personal to them.

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00:18:03.350 --> 00:18:08.480

Jennie CW: Give a brief update on your own work what you're focusing on how you are.

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00:18:08.490 --> 00:18:13.780

Jennie CW: And then you ask if they'd have time to meet you for a quick coffee. I would suggest half an hour.

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00:18:13.800 --> 00:18:40.059

Jennie CW: because people are really busy, and if they're if they're super busy, they might not even have time to meet for coffee. They might just, you know, it might be better just to say an online coffee, depending on how busy they are. And yeah, asking them, you know, if they'd have time to meet for an online coffee, or if you know, you'd love to buy them a coffee, to see them, to catch up and to get their advice on something specific. So think about what it is that you need help with from this person

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00:18:40.090 --> 00:18:45.080

Jennie CW: and then mention why you believe that their value? That they're yeah. Why, you value their input.

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00:18:45.410 --> 00:19:10.200

Jennie CW: And then I would wrap up by saying, You know you'd love to catch up. But you understand, if they're too busy and just sort of leave it at that, you know. Just try and keep it simple. Read it out loud so that you can make sure that it sounds like you. Asking a friend or a colleague for their help and guidance, and not, like Chat Gpt just wrote this thing for you. It's fine if you want to use Chat Gpt. But I would suggest that you

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00:19:10.630 --> 00:19:19.349

Jennie CW: that you teach it how to write like you first, st before

you get it, to try and write like you. If that makes sense.

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00:19:19.900 --> 00:19:23.230

Jennie CW: Okay, next up is stay in touch.

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00:19:23.800 --> 00:19:31.883

Jennie CW: So this means, don't ghost people, you will. You will be ghosted a hundred percent. You will be ghosted. So I did. I

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00:19:32.520 --> 00:19:52.230

Jennie CW: I use this approach when I was starting my freelance career after I'd stepped down from the Abram Wilson charity and I gathered all my contacts, and I probably identified about 120 people. That I could reach out to, which is a lot. I know it's a lot but only a 3rd of them replied, right

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00:19:52.680 --> 00:20:15.189

Jennie CW: and and and a 3rd of them replied, after I'd followed up. So you're not necessarily going to get a response off the 1st email you're going to have to like contact 2 or 3 times, I'd say, probably after after trying Number 3, you might need to give up. But it depends how pushy, how pushy you are, how confident you are, and that sort of thing. But for me, I feel like.

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00:20:15.210 --> 00:20:43.350

Jennie CW: you know, 3 times a charm. If they haven't replied after that, then they're not interested. so yes, you don't ghost people. You follow up with people. But you also accept that people will ghost you, I think in the end. I spoke to about 60 people. Because I also got introductions to other people. So I spoke to a total of like half the number of people that I contacted, which was really good going. I wasn't expecting to speak to that many people.

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00:20:44.400 --> 00:20:58.730

Jennie CW: So I want you to do a brainstorming exercise. Now I want you to take 3 min to list as many ways you could stay in touch with key people in your network. Okay, so you've emailed them.

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00:20:59.457 --> 00:21:14.140

Jennie CW: They've replied, you've had a lovely online coffee, or you've bought them a coffee. You've got some really great advice. They've suggested a few people that you should contact. They've agreed to give you some introductions.

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00:21:14.492 --> 00:21:19.330

Jennie CW: Maybe somebody's suggested some work that you might be

able to do for them. Okay.

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00:21:19.380 --> 00:21:21.520

Jennie CW: so this is kind of where you're at now.

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00:21:21.570 --> 00:21:25.860

Jennie CW: how are you going to keep in touch with these people? That's what I want you to think about.

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00:21:26.220 --> 00:21:29.469

Jennie CW: So press, pause, give yourself 3 min or more.

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00:21:29.490 --> 00:21:32.809

Jennie CW: and just do a little bit of a brainstorm about how you might be able to do that.

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00:21:33.400 --> 00:21:34.620

Jennie CW: Okay, go

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00:21:36.460 --> 00:21:44.789

Jennie CW: alright. So we're back with some ideas. I'd love to hear what your ideas are. So if you want to get in touch with me and

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00:21:44.830 --> 00:21:52.340

Jennie CW: tell me what you came up with them, please feel free. You can ask for. Follow up meeting. Now, this was one that I

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00:21:52.400 --> 00:21:57.940

Jennie CW: have to say. I I didn't feel like a hundred percent confident about. However.

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00:21:57.970 --> 00:21:59.930

Jennie CW: I did meet somebody

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00:22:00.300 --> 00:22:27.940

Jennie CW: via somebody else through this approach, and he runs a consultancy and sort of decided to take me under his wing a little bit. And so basically, I got in touch with this guy. Initially, I got in touch with this one person who was part of this 120 people list. The last time I've been in touch with him was maybe, like 2 years previously, he delivered a couple of workshops pro bono for a career development program that I ran

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00:22:27.950 --> 00:22:33.210

Jennie CW: for the Abram Wilson Charity, and we had a chat, and he was like

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00:22:33.550 --> 00:22:43.320

Jennie CW: you should, because I said to him, like, I, I love the way that you've built your career. I really admire that, and I'd love to know how you did it like. Do you have half an hour to to tell me how you did it.

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00:22:43.710 --> 00:22:55.509

Jennie CW: And then he said, you should talk to 3 people. I'm gonna introduce you to 3 people. Which he which he did. And one of them was this guy who is the founder of a consultancy.

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00:22:55.990 --> 00:22:59.439

Jennie CW: and he said to me, after we had our initial meeting.

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00:22:59.670 --> 00:23:03.799

Jennie CW: Would you like a follow up meeting? And I was like,

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00:23:04.580 --> 00:23:15.670

Jennie CW: I think, was my answer. And then I managed to say, Oh, yeah, that would be great if you've got time. And he said, Okay, here's a tip, Jenny. Always ask for a follow up meeting. And I was like, okay?

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00:23:15.886 --> 00:23:21.869

Jennie CW: So it's okay to ask for that, especially if you feel like the meeting's gone. Well, like, would you mind meeting me again in a couple of months time.

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00:23:22.790 --> 00:23:42.909

Jennie CW: If you've got a regular newsletter, you could ask them if they'd like to sign up to that again. I'm quite shy about doing that, I must say, but it's a really good way of keeping in touch with people. And then, if you're doing any kind of live events, if you're doing any gigs of, you know, workshops, that sort of thing. Speaking engagements, invite your warm contacts as guests, and engage them in what you're doing.

116

00:23:42.910 --> 00:23:54.560

Jennie CW: but just make sure you give them enough time to organize their diary, because I get invitations to things from musicians which I really want to go to, and I can't, because it's like tomorrow.

117

00:23:55.040 --> 00:24:14.140

Jennie CW: or it's in 2 days time. And I don't live in London anymore. It's the whole thing having to like, organize myself to get to London. I don't want to go into London and not use that time to also do other things and see other people. I have a dog, Yada Yada, right? So you need to think about that. When you're inviting people to stuff.

118

00:24:15.400 --> 00:24:20.520

Jennie CW: Okay? The other point that I wanted to make is that

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00:24:21.260 --> 00:24:26.539

Jennie CW: your unique selling point. So your competitive advantage in this approach is you.

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00:24:26.550 --> 00:24:54.700

Jennie CW: So it's your personality, it's your passion, it's your charisma. It's your purpose. It's the work that you're working on. That's your unique selling point. Okay, that's ultimately why people are going to want to help you because of you. So it's really important to be genuine in this approach. It's really important to, I think, have a purpose to what you're doing, and a clear sort of

121

00:24:54.730 --> 00:25:06.070

Jennie CW: vision for what you're trying to achieve so that you can. You can pass that on to the person that you're talking to. You can share that with the person that you're talking to and asking for advice from

122

00:25:06.317 --> 00:25:16.989

Jennie CW: because then they can get on board right? I mean, I know that, like, you might be like, yeah, it was all right for you, Jenny, because, you know, you were building a nonprofit, and like, you know, of course, people are going to want to help a charity.

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00:25:17.010 --> 00:25:29.890

Jennie CW: Well, you'd be surprised like I would say that actually, it's probably easier to use this approach when you're building something that's gonna make money

124

00:25:30.618 --> 00:25:43.009

Jennie CW: or building something that is kind of. You know, if you work in the if you work in music, for example, that's always a really kind of exciting thing to be part of that. Lots of people, you know. It's a

125

00:25:43.430 --> 00:26:01.909

Jennie CW: it's a thing that lots of people want to be a part of right and and not, they're not quite sure how to be part of it. Or if you've got like a really cool idea, or, you know, a sort of product or service that you kind of want to build. And that stuff can be really exciting and really interesting.

126

00:26:02.292 --> 00:26:16.049

Jennie CW: And yeah, it's I would say so. Yes, I think it's, you know. Obviously, it's you know, it's hard work, whichever area you're working in. So the most important thing is you and your passion.

127

00:26:16.520 --> 00:26:23.789

Jennie CW: and how you express that in a way that gets people excited. So

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00:26:23.860 --> 00:26:34.859

Jennie CW: yeah, I was actually reflecting on this today slight tangent. However, when I was 1st building the Abel Wilson Charity, it was really hard. It was really hard to like raise the money. It was really hard to get people on board, etc, etc.

129

00:26:34.930 --> 00:26:36.329

Jennie CW: And I was like.

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00:26:36.360 --> 00:26:49.879

Jennie CW: really honest about all of that. So yeah, I have this like, there's this part of me. That's like a bit of an E or and so people would ask me how it was going. And I'd be like, Yeah, I mean, it's okay, but like it is really hard work and

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00:26:50.263 --> 00:26:53.900

Jennie CW: which it was, I mean, I was telling the truth. But I'm

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00:26:54.130 --> 00:27:16.780

Jennie CW: to be honest. People don't want to hear it. So when I stopped telling the truth, and I was just upbeat and positive, focused on the things that were going well, things. Yeah. People wanted to get involved much more. So that is also something to bear in mind. It's I think it's about choosing what you share. And who was? I think it was Amy Porterfield was like

133

00:27:16.800 --> 00:27:20.460

Jennie CW: share. What's healed? Not not what is already healing.

134

00:27:21.098 --> 00:27:39.259

Jennie CW: So I think you can kind of use that as a as a guide for kind of what you share in the world, because the stuff that's difficult and challenging you don't really want to bring that onto the table with people that you don't know that. Well, people that you're not really close to because you just you could. You know.

135

00:27:39.970 --> 00:27:46.760

Jennie CW: it's then you just become a bit too vulnerable in that situation. So I think yeah.

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00:27:46.900 --> 00:27:51.269

Jennie CW: slight tangent. But going back to you, you're the most important thing in all of this.

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00:27:52.120 --> 00:27:55.819

Jennie CW: Okay, so U is for understand who you're talking to.

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00:27:56.341 --> 00:28:16.489

Jennie CW: So this is about gathering information. Okay? So I mentioned this earlier about being curious and about being able to listen. Well. So you need to use this technique of active listening, which is open, ended questions and reflecting back so that you can gather information about the people in your network and any new people that you meet.

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00:28:17.250 --> 00:28:21.890

Jennie CW: Why is this important? Why do you need to gather information? Well.

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00:28:22.507 --> 00:28:38.059

Jennie CW: the more you know, the easier it is to communicate, the easier it is to communicate, the better the relationship, the better the relationship, the easier it is to ask for things. Okay, like help or introductions? Or, oh, you're working on this thing. Is there a way that I could be involved in it? Okay.

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00:28:39.045 --> 00:28:40.020

Jennie CW: so

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00:28:41.040 --> 00:28:52.739

Jennie CW: this is a site this is an example in terms of, when I was running the Abel Wilson charity for various reasons, I was really

terrified of asking people for donations upfront like I had a real thing about it.

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00:28:52.760 --> 00:29:10.210

Jennie CW: and I was, I was convinced, if I did, that people would get really angry at me, and they would start shouting at me, which I know is completely irrational. But that's how I felt. And so what I did instead, was, I just did it in incremental stages. That's why I developed this framework because it came from a place of fear.

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00:29:10.610 --> 00:29:22.819

Jennie CW: And I basically made friends with people. I made friends with people and I made friends with the people who supported the Abel Wilson Charity, or who might be interested in supporting the Abel Wilson. Charity

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00:29:23.040 --> 00:29:49.660

Jennie CW: and I grew the relationship very gradually over time, and I asked them for bits of help. Sometimes I just start with, like, you know, getting their their experience and their expertise, and they might sort of do a bit of volunteering, or, you know, a bit of advisory work, whatever. And they might have started off at donating like 10 or 20 pounds a month. And then, as the time progressed and the relation and I got, I gathered more information about them, and I knew them better.

146

00:29:50.005 --> 00:30:08.909

Jennie CW: You know we could be much more personable we could be. We were much closer. I felt much safer asking them to increase their donation to the Abram Wilson charity, would you consider donating 5,000 pounds a year? You know there's no way I could have done that in the beginning. So that's why it's important to gather information.

147

00:30:09.940 --> 00:30:14.720

Jennie CW: Okay, finally, keep building your network of people. So P. Is for people.

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00:30:15.420 --> 00:30:18.342

Jennie CW: Oh, there's some cute little bubbles here.

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00:30:19.010 --> 00:30:39.770

Jennie CW: I'm going to play them, because hopefully you can see them. But yeah, these bubbles, if you kind of imagine you're blowing bubbles, and then the bubbles sort of float off, and then you need to blow more bubbles, and then you need to blow more bubbles right? So this is, this is a kind of nice, pretty visual for you to

remember that it's important to keep building your network of people because

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00:30:39.770 --> 00:30:49.719

Jennie CW: some people will stick around for a bit. Some people will literally come in and out. You know some people will be there for the long haul right?

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00:30:49.930 --> 00:30:57.059

Jennie CW: So you need to keep. You need to keep moving people into your network and keep building your network and building the relationships.

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00:30:57.790 --> 00:31:00.690

Jennie CW: so that they can last for for a good amount of time.

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00:31:01.930 --> 00:31:11.889

Jennie CW: but I don't have time to network. Yes, that is what I'm hearing. I don't have time to network and and and yes, you know that might be true. And

154

00:31:13.640 --> 00:31:41.379

Jennie CW: Your network is your net worth? According to Tim Sanders, who is the author of the book? Love is the killer app. And this is an idea that is basically based on kindness and generosity. It's like you give, you give and you give. And you give, and you build your network that way, and the more you grow your network, the more opportunities will come your way. Hence the Net Worth association, although that does sound incredibly capitalist. So

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00:31:41.380 --> 00:31:51.150

Jennie CW: I sort of like it's quite pithy, and it's a nice way to remember it. But if you, if you slightly fringed. That's also okay.

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00:31:52.322 --> 00:32:10.759

Jennie CW: But yeah, the idea being, you know, you have your network, you ask for help. You build relationships with people. You get introductions to other people. Some paid opportunities come your way. You keep building your network, you keep building relationships with people. And these little green shoots. They grow and they grow, and they grow, and things start to happen.

157

00:32:11.419 --> 00:32:17.339

Jennie CW: So I started David Wilson charity from scratch in 2012 when my husband passed away.

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00:32:17.747 --> 00:32:39.290

Jennie CW: And you know, 11 years later I'd I'd grown it into a small business that had a turnover of over 250,000, which you know, considering, considering our, you know, funding model. And you know the type of work that we were doing, etc. You know, that was really good going.

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00:32:41.120 --> 00:32:57.240

Jennie CW: So quick. Exercise 3 min. I'd like you to brainstorm as many ideas of how you might be able to go about building your network. Okay? So if you want to go for longer, you can. But I would suggest pressing pause now, and just doing a bit of a brainstorm. So it's like, okay.

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00:32:57.540 --> 00:33:06.879

Jennie CW: how else am I going to like? Connect with people right? How else can I build my network? Jenny's given me a few ideas. What other things can I do?

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00:33:06.960 --> 00:33:11.720

Jennie CW: They press, pause, and come back in 3 min or more. Go.

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00:33:13.520 --> 00:33:15.209

Jennie CW: Okay. What did you come up with?

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00:33:16.230 --> 00:33:45.690

Jennie CW: Did you come up with any of these. So here are some ideas using social media to move people onto a mailing list and then sending a regular email to people that people actually want to open so that it gives you a little taste of you as a human being as opposed to something that's really generic and boring, that they just don't click on and continuing with coffees, online coffees in person coffees, I listened to a podcast recently

164

00:33:45.920 --> 00:34:01.679

Jennie CW: and the person who is being interviewed, suggested that if you only have like, 50 pounds a month to spend on networking, then buy somebody lunch. Right? So you can. You can do that. You could like, go. Okay, I'm gonna because who gets invited to lunch these days? Literally nobody.

165

00:34:02.022 --> 00:34:24.607

Jennie CW: So you could continue that idea, you could do collaborations or partnerships. So you could identify people who, whose audience is similar to yours, whose values are aligned and go, hey? Why don't we do not? Why don't we do an Instagram live? Why

don't we collaborate and do some kind of partnership together? So like this week? At the time of recording? I

166

00:34:25.600 --> 00:34:39.604

Jennie CW: I don't know why I had to say that. But anyway, I I live in Bedford, and there's a lovely, amazing, beautiful, gorgeous gift shop called the Ark in Bedford in the center, and they have a like lovely cafe as well.

167

00:34:39.960 --> 00:34:52.460

Jennie CW: And that cafe now has a license. So the person who runs the arc and the cafe is basically interested in doing events, but she wants to do it in a collaborative way. So I approached her this week, and I said.

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00:34:52.489 --> 00:35:00.060

Jennie CW: you know. Can we have a chat about me doing an event for local business owners? Small business owners in Bedford, Bedford.

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00:35:00.290 --> 00:35:26.530

Jennie CW: in the kind of Bedfordshire area, and it will be like an event using the Lego Series play method. So it will be an opportunity to to network, but doing it in a creative way, and also thinking about their business, thinking about the future of their business, the challenges that they're kind of currently dealing with. You know how they'd like their business to be in 5 years time. But using Lego to do that. And it's such a great way to kind of get people to like think about complex problems

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00:35:26.530 --> 00:35:46.819

Jennie CW: and big ideas quickly. And it's also really good for meeting people and getting to know people quickly as well. So that's what I want to do. I want to do a little partnership with her locally, so that I can meet some more small business owners in Bedford, where I live, podcasts and publications. So you could pitch to be on people's podcasts. You could pitch to be

171

00:35:47.190 --> 00:35:53.489

Jennie CW: to write for other people. You could do your own podcast you could do your own blog

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00:35:53.970 --> 00:36:20.999

Jennie CW: you could apply for awards. Right awards is so annoying. But awards do get people's attention, and you could also speak. You could also do speaking events. That's another way of like getting in front of people is to talk about something that you know or tell a story and experience that you've had, and find a platform on which

to do that. So that's those are some ideas. Hopefully, you have some others, and that is

173

00:36:21.040 --> 00:36:41.769

Jennie CW: the whistle. Stop, tool of how to leverage your network to make more money. So I do a live version of this network of this networking session. It's a lot longer, because it involves other people, and we have breakout rooms, and it's an opportunity to practice networking. And we can kind of share ideas as part of it.

174

00:36:42.057 --> 00:37:01.900

Jennie CW: You know, it's a bit more interactive. There's well, it's a lot more interactive. There's music, etc. We use Sido and whiteboards and all sorts of things. So so, yeah, so that's the kind of live session. And I go into a little bit more detail about stuff as well. So if you're interested in attending a live session of this, then let me know.

175

00:37:03.028 --> 00:37:08.439

Jennie CW: These are my contact details, so you can get me you can get me on Instagram

176

00:37:08.450 --> 00:37:29.689

Jennie CW: at Jenny Cashman. You can get me on LinkedIn. Also, Jenny Cashman, my website is Jenny cashman.com. My email is jenny@jennycashman.com, Jenny is with an ie. And you can also go to my website and sign up to my weekly email starting from scratch, which I do post on sub stack. So if you're a sub stacker.

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00:37:29.700 --> 00:37:46.299

Jennie CW: you could follow me there as well, and that's it. I hope this session was useful. I'd love to hear from you. I'd love to hear what you learn. If you've got any questions, then get in touch, but otherwise that's a wrap. Thanks so much for joining Bye.