

MAKING MORE MONEY

Continuous Never-ending Profit - the Newsletter of CNP Graduates and Students

INSIDE THIS ISSUE:

<i>Next Mixer</i>	2
<i>Nat'l Conference Call</i>	2
<i>Member Horntooting</i>	2,3
<i>Special Birthday Lunch</i>	3
<i>Class Application</i>	4

Number of members in
our CNP Community is
189

Classes starting!

Davis College, Toledo

- **May 12, 6 weeks, 4 - 8 PM.**
- **June 7, 6 weeks, 4 - 8 PM**
- **June 10, 12 weeks, 9 - 11:10- AM**

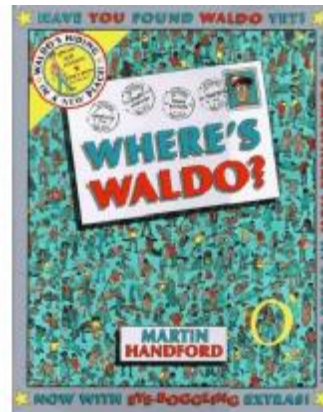
24 hours of CEUs for
CPAs and Realtors.

Call 419-833-5182 to register.

WHERE'S WALDO?

Remember the *Where's Waldo* books from your childhood? The objective of the stories was for small children to develop skills to separate a bit of information from the whole. Waldo was hiding in a picture with many other people in action. It took a very long time for Waldo to jump to my attention, and yet when he did, it seemed that it was so obvious, if I'd only looked there to begin!

Finding referral partners is the adult version of *Where's Waldo*. Recently Holly 'Carlton' Hollister, Savage & Associates, shared that his picture is becoming clearer. He now embraces his target market and with that step



achieved, the contact sphere categories are jumping right into focus. Holly's next question was how to meet some of those contact people, the ones he doesn't know yet.

Using CNP methods, Holly can ask for help. At his weekly BNI meeting his referral request can be to be introduced to a specific person he is hoping to meet.

Additionally, at the monthly CNP luncheon, he can ask other community members if they can lead him to people within his contact sphere. When they make the introduction, several jumps are gained on the V-C-P scale, usually achieving at least at credibility because of the relationship between the other two.

If you are struggling trying to bring Waldo, or Mary, or Bob, or Kathy (or any other name that fits) into view, review Module 7. I will help you to define your target market and then identify your contact sphere categories. It might not be a bad idea to schedule a one on one appointment with Holly to gain insight on how he is making this all work.

COMMUNITY LUNCH, THE 19TH, 11:30 AM

The CNP Community Lunch at the Spaghetti Warehouse continues to be popular. If you haven't attended, you're missing the opportunity to meet new members of the community. Even more important is the chance to ask for help. As the above article suggests, the lunch is not really the

place to be selling your product or service, but finding out who might be able to help you and in return, who you might be able to give assistance to. And isn't that what CNP is all about?

At the lunch if someone asks you, "So, how can I help

you," what will your answer be? Remember Module 3, tutors at least 15 ways we can ask others for help. Do you have a flyer that you want posted, do you want others to make an announcement for you? Is your new brochure ready to be handed out? These are just a couple ideas. Come to lunch prepared!

Referral Thank Yous!

These grads have referred prospective students to us.

Louise Kahle

*Dave Bodner**

*Merri Bame**

*Lynda Goodremont**

Jeff LaCourse

Dave Musteric

John Meyer

Deb Keller

Sharon Hawkins

Kelly Elton

*Doug Clark**

*Jennifer Alford**

If we missed your referral please remind us so we can give you credit next month.

** Board of Action Member*

National Conference Call

You may not know that there is another continuing educational opportunity for our students. Every month, on the 3rd Thursday at 3 PM, a trainer in the CNP Network will lead a call about some aspect of the Program. The call for April is on the 21st. The number to call is 605-990-0200. Once connected you will need to dial this PIN number: 911483 #

NEXT MIXER - MAY 5TH

Two graduating classes will be honored at our next mixer on May 5th. Being held at the Electrical Contractor's Hall, 727 Lime City Rd, Rossford, the event is a celebration along with being a networking opportunity for CNP members and their guests. At the last mixer, one guest asked Merri Bame what she does. The

next day, the guest's husband needed someone with Merri's expertise for a client. That referral would qualify as icing, not cake, but it still points out the fact that if you're not attending mixers, you're missing opportunity for business to come your way. At the May mixer, we're going to have a Cinco d'Mayo theme and



Louise Kahle, Mary Kay, will be giving the door prize. CNP of Ohio will be offering a \$100

certificate to some lucky guest that evening. The evening begins at 5:30 and is done by 7:30. See you there!

MEMBER HORNTOOTING

Debbie Papay

Debbie Papay, Attorney, is hosting a parking lot party/networking event in support of the annual Toledo Area Humane Society fundraiser on May 15. Pets welcome. People are welcome if they walk or run on her team that day. Of course, outright donations are welcome, too, if you can't do lunch. Fitness guru, Joe Sparks, FitnessWithJoe.com, will be providing a demonstration. Debbie will have *dogs* on the grill and other "treats".

Alison Awendt

Alison Awendt, Toledo Hospital, has been promoted to Vice President of Continuing Care Services. The scope of her job will be changing considerably as she now will oversee a wider area of concern.

Gary Thompson

With persistence, hard work, and marketing ability, Gary Thompson, Gillett Associates, Inc. was able to have one of their projects published in the upcoming 2005 Construction Association of Michigan (CAM) Special Issue. The issue spotlights the 12 best design and construction projects of the past year in Southeast Michigan. Their project, Palazzo di Bocce located in Auburn Hills, is a fine Italian restaurant and bocce ball club.

Greg Peters

The cobbler's children finally have shoes! Greg Peters, Cyber Data Solutions, is proud to announce that the CDS website is now up and running. On it you can find links to his former projects, descriptions of what he does and the process he takes and even a brief history of the company. Check it out at www.cyberdatasolns.com!

Lisa Paul

Imagecom owner, Lisa Paul's amazing children - Lauren & Alec - each received honor's for their Spring grades. Both bright & loving; Mom is so proud!

Ron Budaj

Ron Bugaj, Willson Builders, has been nominated to serve on a long range planning committee at Central Catholic High School for building and grounds development. In addition Ron is the director of an annual golf outing for the Heritage Scholarship Fund at the school. The scholarships benefit minority students enrolled at Central Catholic.

MEMBER HORNTOOTING

Susan Milliron

Susan Milliron fashion coordinator with Weekenders USA has met the requirements to become a Manager in Qualification (MIQ) with Weekenders. She is on track to become a Sales Manager with the company as of June 1st!

Louise Kahle

Louise Kahle, Independent Mary Kay Distributor, was honored to represent the Westgate Toastmasters at the Division A competition in both the evaluation and speech categories. While she didn't place, she gained valuable experience and next year her goal is to place high enough in the standings to advance to the District 28 Contest.

Pat Mousseau

Pat Mousseau, Re/Max Central, will be having a grand daughter in September, her son's first child. Also, her team received the coveted Platinum award from Remax International. This puts her team in the top 2% nationally.

Dyane Gaylord

Helping many satisfied clients, all from referrals, allowed Dyane Gaylord, The Danberry Company, to be recognized as one of Danberry's sales leaders for the months of January and February. She also have been named the new President of the League of Women Voters for Perrysburg. She will serve a two year term, beginning in June.

Rebecca Booth

Rebecca Booth, Marketing Goddess for Imagine That, put together for Culligan Water of Northwest Ohio is proving to be quite successful. Call volume is up considerably - nearly triple with what they were last year. Rebecca wrote and designed every piece that has been published.

Steve Riter

Steve Riter is an independent representative for NASE, The National Association of Self-Employed.

SPECIAL BIRTHDAY PLANS

CNP of Ohio, Ltd, will celebrate its 3rd birthday in July. Instead of our usual lunch that month, we are going to change the date and open the doors.

Jennifer Alford, Creative Financial Partners, is chairing this event. Don't expect anything but fun, excitement and high energy! Not confirmed yet, but targeted is July 15th, a Friday to make this all happen. The Board of Action observed that most meetings do not happen on Friday, so we

will be able to have more member of the community participate.

Taking this even more over the top, Jennifer has decided that asking outsiders will make this even more of a celebration. She says, "I have so many people that I invite to the mixers, but evenings are really tough for them. This will be the opportunity to get some of the people I want for referral partners to at least begin finding out about the CNP community."

Jennifer hasn't shared her total plan for the lunch, but we can tell you that it will be very much like our monthly lunch, not like the mixers.

The location will remain the Spaghetti Warehouse, and the restaurant is working with us, as usual. Obviously, it will be even more important to know who is coming. We may have to move downstairs if our numbers reach a certain point. Stay tuned!

HUB FIRMS

Have you ever wondered what the second worksheet in Module 7 is really talking about? After you figure out what the categories are in your contact sphere, then on the very next worksheet (7-2) you are asked to put names within those categories. That's about as far as the manual takes a very complex and useful technique. Some grads have taken it a step further to enhance the relationships they have with referral sources and partners.

Dave Bodner, Seymour & Associates, Mass Mutual, Darlene Robinson, CPA, William Vaughan Company and a third person meet once per month and each time one of the three brings another person along that will be helpful to the other two. For those of you hoping to meet people within your contact sphere this might prove helpful to you. Of course you need to know who you want to meet!

Sue Hughes, Welles Bowen, Dave Achen, Brennan Financial Group, Doug Clark, Fifth Third Bank and Julie Kuney, Comfort Keepers meet regularly to discuss, plan and activate what they want to achieve as a group to help make the individuals more successful. They have written goals and help each other to be accountable.

Each example is the use of the hub firm idea in a slightly different way. How can you implement it into your referral generation plan? Let us know if you are doing something similar so we can let the members know about it.

CNP of Ohio Ltd

PO Box 1121
Perrysburg, OH 43552

419-833-5182
419-304-1171 (mobile)

Check out the new
website at
www.cnpofohio.com

Stamping Out Cold Calls



Participant Invitation:

Sponsored by: _____

PART I

Date: _____ Course Location: _____ Date of Course: _____
How did you hear about CNP?: _____

PART II (Fill out or STAPLE BUSINESS CARD HERE)

Name: _____ E-Mail Address: _____
Business Name: _____ Business _____
Phone: _____
Business Address _____ Cell Phone #: _____
City: _____ State: _____ Zip Code: _____

Continuing Education Information (Not available for all professions):

Profession: _____ License Number: _____
Official Business Address: _____
City: _____ State: _____ Zip Code: _____

Part III

Investment Options: (1st payment will be charged 14 days prior to class start date, and next payment will be due the 15th in the month after the class begins, with remaining payments being taken out monthly on the 15th.)

- _____ Option 1 (\$699 - Check, VISA, MasterCard, American Express)
- _____ Option 2 (3 monthly payments of \$245 - Credit Card Only)
- _____ Option 3 (6 monthly payments of \$130 - Credit Card Only)
- _____ Option 4 (12 monthly payments of \$70 - Credit Card Only)

Credit Card Information: (Circle one) - VISA MasterCard American Express
Card Number: _____ CID# _____ Exp. Date: _____

Signature: _____

Your Credit Card Statement will read "BNI"

CANCELLATION POLICY: Cancellations received less than 14 days prior to the course start date will incur a \$100 processing fee

Send payment and registration form to: CNP of Ohio, Ltd, 3450 W Central Ave, STE 124, Toledo OH 43606