

MAKING MORE MONEY

Word of Mouth Matters - Helping Each Other's Success

DATES TO REMEMBER

Grad Mixer Event	Nov 17
Educational Preview	Dec 2
December CNP lunch	Dec 20
Next evening class	Feb 7
Next Toledo day class	Feb 10
MCC day class	Feb 17

Number of members in our CNP Community is **248**

Where is CNP Giving

Networking

Presentations?

- 11/14 Promedica Succession Leadership Institute, Maumee Bay Park - Debby
- 11/16 Healthcare Marketing Association, St Charles Hospital, Jennifer Alford & Rebecca Booth
- 1/12/06, Bedford Community Association, Debby
- 1/25/06, Association of Fund Raisers, Toledo Club, Debby
- 2/3/06, Educational Preview, The Whitman Center, Monroe Community College, Debby

24 hours of CEUs for CPAs and Realtors.

Call 419-833-5182 to register.

CNP BECOMES CN

Change is a fact of life and most of us would admit that change is good. At recent meeting in California, Dr. Ivan Misner, founder and CEO of BNI and The Certified Networker Program, shared that the new name to use to refer to our training program is CN. Misner said, "Our trademarked logo is Certified Networker, and it just seems logical that we brand that name.

We can still refer to the training as the Certified Networker Program, but when using the initials we should begin saying just, CN. Habits are not easy to break, but hopefully in the

next year we can make that successful transition.

Trainer Certification

Jennifer Alford, Creative Financial Planners, is now officially certified as a trainer for CN. Along with Debby Peters, who was repeating the three day class, Jennifer learned all the ins and outs of leading students through the class. For those of you who think sitting through the class was complex, think about all the nuances you'd need to know in order to be ready to train. Jennifer will be team teaching with Nick Nigro and Debby with classes starting in February and March.

Worldwide Span

Debby and Jennifer got just a little taste of how the CN program is advancing. In their class of approximately 16 people, two students were from Sweden, two were from Norway and two were from Australia. As our economy becomes more and more global, it will be wonderful to have a CNER on the other side of the world, who can be helpful. We plan to stay connected to these folks, so from time to time we might even have something about them in the newsletter.



MENTORS ARE NEEDED

The Davis College accredited CN class begins this week with 26 students. Nick Nigro, the trainer for the course, has asked for help from the community. He would like each student to have a mentor from within our ranks. Most of these students are the non-traditional students, meaning that it has been several years since they walked the halls of their high school. Most are currently

working, but are trying to better themselves by going to college. Probably all have never attended a networking event, or even thought about how developing relationships could help their career. This is where you can help. For example, Nick requires that each student attend two networking events. You could invite your protégé to an event you will be attending



and help them to acclimate. You will be making a life long difference in another person's world. Think back to the first time you were faced with attending such an event. Were you out of your comfort zone? Maybe you are still! But acting as a host, not a guest will give you a job and make it all easier for both of you.

Board of Action News

The Board of Action, along with the CN Trainers, is sponsoring the first ever Educational Preview. While we are charging a \$10 registration fee for the event, if an attendee knows one of the BOA members, that member can waive the fee. It's a good thing to connect within the community!

Additionally, if an attendee registers for a first quarter training at the preview the BOA members have in their possession, a discount card that can shave costs from the tuition. Again, knowing your BOA members is advantageous to you. Schedule a one on one meeting today.



CN Board of Action

Jennifer Alford
 Dave Achen
 Merri Bame
 Dave Bodner
 Doug Clark
 Arlene Gerig
 Lynda Goodremont
 Linda Everhardt Kardux
 Deb Keller
 Julie Kuney
 Jeff LaCourse
 Matt Lee
 Leasa Maxx
 Meredith Moore
 Nick Nigro
 Darlene Robinson

WIDENING THE FOOTPRINT

Ivan Misner, founder of BNI and CN shares that the expansion of BNI happened not as planned but as it happened! We are realizing the same phenomena. Beyond our Toledo-based classes, Debby is now teaching a class located in Sandusky. This is a "corporate

class" and the company has people attending from Toledo, Cleveland, Fostoria, Findlay and Fremont. Sandusky just seemed like a good middle ground for all to meet.

Our next expansion will be north over the border to Monroe Community College. Debby's long-

time friend, Sandy Kosmyna, is now the Director of The Whitman Center, which is the lifelong learning center for MCC. This course will begin February 17, 2006, and there will be an educational preview on February 3rd.



MEMBER HORNTOOTING

Mary Fetherhof

Mary Fetherolf, student intern for Jennifer Alford, Creative Financial Partners, reports that thanks to CN she received 207 out of 200 points on the first exam of her marketing class at the University of Toledo. Only 9 other students achieved a perfect score and there were over 150 students in three different classes taking the exam. Congrats, Mary!

Elizabeth (Lisa) Herness Peters

Elizabeth Peters, Gene Express, Inc, will be the Keynote Speaker at the Bowling Green State University Annual Women in Science, Math, Engineering and Technology Program on March 3, 2006. The conference allows young women in Grades 9-12 to explore the many career options available to them in science, math, engineering and technology through hands-on experiments in a variety of fields led by professional women who have a passion for their fields of study. Michel Bankey, Assistant Dean, Professional & Community Education, of BGSU was introduced to Elizabeth by another CN grad.

Lynda Goodremont

Lynda Goodremont, Goodremont's, walked in the Breast Cancer 3-Day the first weekend in November in Phoenix, Az. She completed all 60 miles and helped to raise \$5.3 million for Breast Cancer research and screening efforts. She has signed up for next year in Phoenix again the week of Nov 4-6. Anyone who would like to join her is welcome!! She won't stop walking until she can dance for joy that this cancer and others have been wiped off the face of the earth!! Our own Forrest Gump!

Kelly Elton

Kelly Elton, Welles Bowen Realtors, is very excited to announce that she and her husband, Bill welcomed their second child into this world on November 1st at 5:05 PM. Elizabeth Ann Elton weighed in at 9 lbs 3 oz and measured 20 in long. Nothing like waiting till she was three months old to appear.

Louise Kahle

In her Mary Kay unit of about 50 women, Louise Kahle received the Queen of Sales Award for the calendar year of July 1, 2004 thru June 30, 2005. This meant she had obtained the number one position. She asks the question, "Do you think this might have something to do with CNP ?????!!!"

Pat Mousseau

Pat Mousseau, Re/Max Central, and her PatsStats Team of Realtors have produced a record year for listings and sales. She reports that they have listed and sold homes in all areas of Toledo.

MEMBERS NEWS

Jody Zink

Jody Zink, licensed Realtor in Ohio and Michigan with the Loss Realty Group is commending the Certified Networker Program! Since graduating from CN in July, Jody has increased her income by more than \$3,500 using the tools learned in the CN course!

Ron Bugaj

Ron Bugaj and Willson Builders were accepted to membership in the Sylvania Community Improvement Corporation (CIC) this fall. Ron has volunteered to serve on the Development Subcommittee.

Tim Speweik

Tim Speweik, MailWorks!, and a proud CNP graduate, has just landed the second account of over 1 million pieces!! They will now be processing over 130,000 pieces of mail per day!

LOOKING FOWARD

Philip Humbert is a coach and prolific writer who publishes an online newsletter each Sunday. This newsletter is chock full of ideas for businesses and business people.

In a recent issue, Humbert focused the theme of the week on The Few, The Proud and The Achievers. In the body of his message, he talks about how many people are in the bulging, average sector and only a few people are in the narrow "tails" at either side of the average crowd. He suggests that we aim to be included in the tail group by focusing on only two to three items that we can become experts at. He says, "choosing to "major" in a few things may require that you agree to be "lousy" at other things, even things that may seem important to the people around you."

Humbert shared a couple anecdotes about famous people who focused. One was about Albert Einstein, who was asked his destination by a train conductor. Einstein said that he had no idea. The conductor was obviously very puzzled. Einstein's comment was, "Why should I clutter my mind with

such a useless detail when it is written right here on my ticket?" Perhaps the extreme, but certainly a prime example.

Humbert and his wife, Mary, have agreed on the three major components they will target in the new year; health, income target, and life balance. Each one has descriptors so that they know exactly where they are heading.

As I skimmed the newsletter, this article made me stop and read more slowly. First, because it reminded me of how important it is to select one target market and how difficult that can be. But reading in more detail, I realized how all of us could use Humbert's three items, and just change the descriptor's for our situation.

If you'd like to read this article and determine if you would like to become a subscriber to this free newsletter, send Debby an email requesting that she forward the edition to you. You can then directly subscribe.

BUZZ MARKETING

Buzz marketing starts with getting people to start a conversation about your product or service. In his new book "BuzzMarketing: Get People to Talk About Your Stuff", Mark Hughes stresses credibility and honesty as the foundation of building buzz. To be more effective, Hughes outlines the right buttons to push in consumers: the taboo, the unusual, the outrageous, the hilarious, the remarkable, and the secret.

THE LESSON: Give people something to talk about and you'll get their attention.

THE QUESTION: What is taboo, unusual, hilarious, remarkable or secretive about your product or service?

THE TRAINING TEAM PROFILE

Trainer: Nick Nigro

Years as a CNP Trainer: 2

Main Occupation: Career Services Director, Davis College

Years in Business: 7

Number of Times Through the CNP Course: 5 times through the course to "finally" get it, starting # 6 and 7 soon.

Previous Jobs: Spiritual Life Coordinator at Sunshine Children's Home, Book Associate at Media Play, and worked in the ordained ministry in the Catholic Church for over 8 years. Also helped brother with paper route!

Family: Wife Pat, and daughter Maggie.

His burning desire is to: to get 2nd book, *Tilly the Turtle* published.

Something no one knows about Nick is: Coached Varsity Basketball for 5 years at the former Divine Word Seminary in Perysburg. His record was 48 wins and 27 losses.

WEN/BNI NETWORKING DECEMBER 13TH



10 Reasons to Attend

1. Find new Contact Sphere Prospects
2. Find new Target Market Prospects
3. Invite a guest/ protégé to attend with you
4. Get points on your networking score-card!
5. Perform a GAINS on a business friend for whom you need to buy a gift.
6. Practice your funneling conversation.
7. Set an appointment goal and meet it.
8. Try out an attention getting comment on your name tag.
9. Find out about WEN or BNI if you are not a member
10. Find good members for WEN or BNI

NEWS FROM WOMMA

In an article headlined, *One Evangelist Produces \$300,000 in Bike Sales*, the weekly WOMMA newsletter keeps us posted about word of mouth (WOM) marketing news from the front.

Green Gear Cycling uses customer clubs and referral rewards to cultivate a word of mouth network. Its efforts have been working. It has one Australian evangelist for its brand who has been responsible for 100 referrals and \$300,000 in sales of its Black Friday folding bike.

The company once relied on press releases and ads, but now uses WOM as its major marketing tool. It has set up 30 Bike Friday Clubs of America (and Beyond), e-mailing prospective members to join whenever it establishes a new club. It gives new customers 12 postage paid post cards which they give people who comment on

their bike. The cards can be sent to the company for more information.

The Lesson: WOM works for exceptional products.



Near the completion of the CN course we converse about Strategic Partners and how there is probably someone out there wanting to do business with you because it will help them and you. We don't need 20 such partners or evangelists. We don't have the time to keep up with that many. After reading the commentary about the bike evangelist, ask yourself, "Why does he (or she) give out these postcards? What's in it for him? Understanding this whole concept is crucial to developing your own evangelists. For more info go to

http://www.cmomagazine.com/read/100105/powerr_one.html?CID=12395

GETTING AND USING TESTIMONIALS

When others talk about your product or service, it can add to your credibility and make it easier for you to get business. The reason for this is that if you said the very same thing to a prospect, you would probably be viewed as a bragging bore, but when a third party recommends you, the comments are viewed as the truth because the speaker has nothing to gain.

How can you be assured that what people are saying is what you want them to say? The easiest way is to ask. Sometimes what you will hear is called just fluff, sort of like the sticky, sweet marshmallow spread. What you want is the meat as Clara used to demand from Wendy's. Let's take a closer look at this whole topic.



A weak testimonial contains fluffy opinions that don't tell the listener much. An example is, "I love Jim Smith because he is so nice to me and the rest of his clients." That's a start, but wouldn't you guess that many of Jim's competitors could gain the very same testimonial? We want our testimonials to set us aside from our competition.

A better testimonial might be, "Jim Smith is the

plumber I use because he answers all calls within 1 hour to determine how he can help. He got our job done without disrupting our life." If your sink was clogged and you were expecting guests for the weekend, this testimonial would catch your attention. Even if time had passed between hearing the endorsement and when the problem appeared, you would at least remember some of the words and probably who gave the statement. The second version gives the WIIFM to the listener; *what's in it for them*.

What can you do to gain powerful testimonials about your offering? When you ask for a statement, know the testimonial you want already. Then say, "Joe, can you make a comment about how the financial plan has specifically impacted how you live your life?" You can see this question is directing the person as to what they are to say. Let's pretend the answer is, "Sally helped me to be better at budgeting." That's not yet what you want. Coach Joe by saying, "Joe, what specifically has changed in what you do based on the fact that you are better at budgeting?" Keep this exchange conversational and when you finally get the comment you want -- BINGO -- ask Joe if he could write that down and then ask for permission to use the power of his words.



EDUCATIONAL PREVIEW IS FILLING

As we have mentioned, Friday, December 2nd will be the day of our first ever Educational Preview. Already, the two time slots are beginning to fill. The morning from 7:30 - 9:30 AM has 9 people and the early afternoon from 1 - 3 PM has 7 attendees confirmed.

This event is for those who have more than a casual interest in CN. They already have either attended a mixer, or have talked in length with a grad. This event allows for them to experience some

concepts of the course, view the supplies, and to register for the first Quarter classes.



While this event is sponsored by the trainers and your Board of Action, you can invite someone who might be a solid prospect for both CN and a strategic partner for you. Let us know about that person and we can send an official invitation. We can also connect them with a BOA

member, so that the \$10 registration fee can be waived. Also, if this perfect someone wants to attend, we'd love to have you accompany that person, to enhance your relationship with them. Also, we'd love to have you there to provide comments about how the course has helped your success.

We do want the *previewers* to know that they will hear 1 3/4 hours of training and concepts and the last 15 minutes will be dedicated to chatting about how they can register for an upcoming course.

MEMBER SPOTLIGHT

Linda Wilson, sales professional, Goodremont's is never going to grow up! With two children under the age of six, Linda is involved at home with all kinds of craft projects. "We just took the spiders down and will put up new decorations to celebrate fall. We went for a walk and picked up all kinds of leaves and twigs and whatever caught the kid's eye. When we got home we used black paper to glue all the items to create trees." When asked if she always wanted to be an art teacher, Linda replied, "No, I hated art when I was growing up!"

All these projects are done on the weekend because during the week Linda balances a very challenging career along with her home life. She is very proud of the fact that she has been able to maintain the pace of her career, selling anywhere from \$700,000 to close to a million dollars in office equipment every year. She shares, "I didn't even miss

a beat in the years that I had the kids."

When Linda is working, she is working. Her focus allows her to maximize her time using smart territory management. "I don't mess around - no two hour lunches like I might have done in the past. I plan my day so that I visit every customer in an area where I am having appointments. An accomplishment that I am proud of is that I can balance both my work and personal life and maintain sanity."

In her spare time (what spare time?) Linda likes to garden, golf and play the piano, which she has done since she was 5 years old. She wants to be able to play at parties while others stand around



the piano, and as long as there is music she can do a pretty good job of it now. Much to her pleasure, she has been providing a foster home for the past ten years to Mark and Lynda Goodre-

mont's Baby Grand piano.

Travel is always a fun part of her life, with Disney World and a trip out West planned in the next couple years when Cassidy and Spencer are a little older than their 5 1/2 and 2 1/2 years. Without the kids, Linda wants to head to Hawaii for golf, beaching and swimming and whatever else people do in that paradise.



Linda is a member of the Perrysburg BNI Chapter, Perrysburg Chamber of Commerce and also plays in a golf league. She says that the golf league has proved fruitful in providing customers, because with 40 women, either they or their husbands and families own businesses and Linda is looked at as a trusted resource. We are happy to include her as a member of the CN community.

Bagging the Elephant

What do elephants have to do with our community? Actually, it refers to a book written by Richard Kaplan. In this newly published tome, Kaplan gives a step by step, simple, easy to understand method for securing the "big" client. Some might pass this book by when they see it for the first time, thinking, "I don't want really big clients." We urge you to immediately question that thought. Is it that you don't want big clients OR that you don't know how to go about navigating the challenge of gaining a larger customer?

This book is brimming with anecdotes along with the important theory. Charts show how a long list of smaller companies positioned themselves to do business with the larger giants. There is a section titled, "Romancing the Elephant." Now there's a visual for you!

Amazon.com lists this book at under \$14 new and under \$8 used. It would make a useful present for a business friend and also for yourself. It would be the gift that keeps on giving and giving.

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)
- _____ Option 5 (Educational Preview) of \$10 (same as Option 1)

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, PO Box 1121, Perrysburg, OH 43552 or fax to 419-833-1566.