



How to Be a Power Connector: The 5+50+100 Rule for Turning Your Business Network Into Profits

Judy Robinett

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Create a personal "power grid" of influence to spark professional and personal success *"Other people have the answers, deals, money, access, power, and influence you need to get what you want in this world. To achieve any goal, you need other people to help you do it."* -- JUDY ROBINETT

As anyone in business knows, strategic planning is critical to achieving long-term success. In *How to Be a Power Connector*, super-networker Judy Robinett argues that strategic relationship planning should be your top priority.

When you combine your specific skills and talents with a clear, workable path for creating and managing your relationships, nothing will stop you from meeting your goals. With high-value connections, you'll tap into a dynamic "power grid" of influence guaranteed to accelerate your personal and professional success.

Robinett uses her decades of experience connecting the world's highest achievers with one another to help you build high-value relationships. She reveals all the secrets of her trade, including proven ways to:

Find and enter the best network "ecosystem" to meet your goals

Reach even the most unreachable people quickly and effectively

Get anyone's contact information within 30 seconds

Create a "3-D connection" that adds value to multiple people at the same time

Access key influencers through industry and community events

Subtly seed conversation with information about interests and needs

Use social media to your best advantage

Robinett has based her methods on solid research proving that social groups begin to break up when they become larger than 150 people, and that 50 members is the optimal size for group communication. As such, she has developed what she calls the "5+50+100" method: contact your top 5 connections daily, your Key 50 weekly, and your Vital 100 monthly. This is your power grid, and it will work wonders for your career.

Nothing will stop you when you learn *How to Be a Power Connector*.

PRAISE FOR HOW TO BE A POWER CONNECTOR

"Unlike many books in this genre, this one is written by a woman who has lived it... Judy Robinett offers guidance on how to form authentic relationships that bring mutual benefits." -- ADAM GRANT, Wharton professor and *New York Times* bestselling author of *Give and Take*

"How to Be a Power Connector is like an MBA in networking: an advanced course in finding and developing quality relationships with the people who can make the biggest difference in your professional success." -- IVAN MISNER, founder and chairman of BNI

"Talk about power! Follow Judy Robinett's logical, straightforward, and helpfully detailed advice, and you

can be a 'Power Connector' yourself! Great ideas, well presented, with no 'wasted space' in her argument!" -
- DON PEPPERS, coauthor of *Extreme Trust: Honesty as a Competitive Advantage*

*"Absolutely brilliant. A step-by-step guide to building a network that will be both invaluable to you and just as valuable to those whose lives you will now have the opportunity to touch. I can't imagine a more powerful book for one who truly desires to be a Power Connector." -- BOB BURG, coauthor of *The Go-Giver* and author of *Adversaries into Allies**

*"In the C-Suite or in your personal life everything comes down to the quality of your relationships. Judy's book helps you attract and maintain the relationships that will get you what you want most. Be a super connector now!" -- JEFFREY HAYZLETT, TV host and bestselling author of *Running the Gauntlet**

How to Be a Power Connector: The 5+50+100 Rule for Turning Your Business Network Into Profits Details

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Don Sevcik says

8 hour plus audiobook. What you need is patience and focus. When you commit to listening to this, rewards will come. Judy gives you the approach, the followup, the in-between, and the connecting ideas, skills, and secrets.

Given a good app, or CRM, you could incorporate the advice in this book into your application. For instance, somebody in your network needs a publisher. Assuming you don't have a photographic memory, you'd scroll through your contact application with a filter on publisher. Then, you'd sort by power connector ratings.

If you combine software with the advice in this book, including automated reminders for day, week, and quarter like Judy mentions, you will be well on your way to becoming a power connector.

Dee says

I never understood why anyone collected copious numbers of business cards from people. I know people who believe they are good connectors because they have drawers full off business cards, but that is like saying you are a rock star because you sing on Karaoke nights. Just because you have someone's business card doesn't mean that the person on that card will answer or return your phone call. It has never been about the numbers, but it has always been about the quality of your relationships.

“How To Be A Power Connector,” is a guide to build a “Quality Network,” and by that I mean a group of people who answer their phones when you call and ask you, “How can I help?” For over 20 years I have watched Judy connect with people at a level that is markedly different than the typical relationship. She gives you the roadmap to build your relationships, your career, your book of business, or your clientele. This is not another book on how to work a room. Honestly, you are in the wrong room. She explains how to get to the right people at the right time.

As an added bonus is the free app she is offering to help you get to the next level. Thanks to the generosity of Mike Muhney of VIPorbit, you now have the tool to organize your connections in a meaningful way. This pairing of Judy’s roadmap and VIPorbit is phenomenal. What a gift this is!!!

This is a must read for anyone who needs people...and nothing happens without people!!!

Henk-Jan van der Klis says

You may think that networking is about the old boys network only, meet to gain from others. You may think that gathering as much followers, friends, connections and likes on social media networks really make up

your network. How strong are your networks? Can you call on your key contacts to help, guide, advise, and introduce? Dubbed as super-networker or the woman with the titanium Rolodex - though she's well-aware of modern variants such as Outlook, ConstantContact, LinkedIN and Twitter - has learned a lot in her 30+ years as venture capitalist, consultant and entrepreneur. She's learnt much too from Adam Grant's latest book *Give & Take* on the importance of giving.

Robinett divides her network in 5 critical connections (spouse and family), 50 vital connections with whom she's contact every month, and 100 important other contacts to be in contact with every quarter to a year. A total of around 150 relationships you're "only" able maintain over time, as Robin Dunbar proved in 1993. Out of the many "contacts" you have, you'll need to filter the relations you will nurture and pursue. Diversity in your network is important, so reach beyond colleagues, like minded and just family and friends. Add value to each contact. Share knowledge, connect people, show genuine engagement and attention, first give. Your authority as a resource, a connector of people will grow in time and pay off in the end. Robinett has lots of powerful stories of business won, relationships established and wonderful connections made, thanks to a severe system to manage her contacts.

The book contains practical insights on the usage of social media platforms, how to approach people in conferences or networking events, follow-up within 24 hours of each contact / request. Thanking people, offering help en seeding conversations with information about the other's interests and needs. Also important are the eagerness to learn from the other and simply asking who you should talk to. Great, practical for everyday use!

Svetlana Kurilova says

How can you make sure that you serve your network? How can you make sure you have someone in your circles to reach out when you need help? How do you network? Do you have mentors? Do you use strategies to maximize the potential of your professions/personal network for common good?

This book is transformational! I have been so overwhelmed by the number of connections in my network and how I just physically can't stay in touch with so many people. This book helps to identify your top 5, key 50 and vital 100 that mutually benefit both parties.

Your knowledge and your network are your best assets. And while the knowledge is one click away in our time (thanks, Google!), it takes a long time to develop and nourish your network.

Do the work from the book and become a true Power Connector! =)

Neil Funsch says

Some great stuff here and I highly recommend it. Only 3 stars because there is so much filler material in the form of repetition and anecdotes.

Meredith Bell says

I heard about Judy Robinett's book, *How to Be a Power Connector*, when she was a guest on the *I Love Marketing* podcast. Judy delivered such a wealth of actionable ideas during the interview that I clicked over

to Amazon and ordered her book before it was over. If she delivered this much useful information in just an hour, I was confident that much more awaited me in her book. And I was right. In fact, I was astonished at the comprehensive, yet simple, system she maps out in her book.

Even if you don't aspire to be an over-the-top power connector like Judy, her book contains absolutely the best approach I've seen for helping you think strategically about forming alliances with others. An often-repeated theme throughout the book is to adopt a "giver" mindset. She advises readers to seek first how you can add value, value, value and more value to others before asking for anything. Adopting this mindset has totally changed the way I think about people I'm connected with and how I structure my emails and conversations. The results are consistently positive.

Judy provides all the details for preparing, connecting, engaging, providing value and deepening these relationships. She explains exactly how to build a robust network that's deep, wide and diverse. It's all there, and because of that, I've been recommending this book to everyone I can.

Marcelo says

Creo que puedo decir que me gustó el libro pero solo en los últimos capítulos no me pareció tan bueno o quizás tenía la visión sesgada porque justo salía de terminar otro libro de una feminista que contradecía muchos puntos de esta autora a pesar de que las 2 apoyaban la visión feminista

Rhiana says

An interesting guide on how to be an effective connector in the age of social connections. Highlighting many interesting ideas and facts, although at times a little repetitive or unnecessarily descriptive, it is all in all an intriguing read.

Hess says

TL;DR - an excellent book. Specific, practical, informative, and actionable.

Long version - about three months ago, I made a New Year's resolution to improve the quality of my relationships. As someone who struggles with casual conversations (I find them tedious) I tend to prioritize my job (which I love) over "meeting new people" and "staying in touch" with friends and family. Recognizing that there is such a thing as letting your work become a prison I began looking for a book that would help me improve.

Fast forward 3 months and I have had more "business dates" this quarter than most of last year. I am getting better at picking the "right" room and the "right" people to speak to. I am also getting better at sourcing deals. Furthermore, my conversations are better, my personal relationships are improving and my family is wondering if I had a personality change. Simply put - Judy's approach works.

That said, I am more exhausted than ever. Being social is tiring (at least for me) and Judy's methodology takes quite a lot of effort - which brings me to two major caveats:

1) **time** - the power equation seems designed for professional networkers with a lot of time on their hands. As an introvert with a very busy job, I am not sure I could manage speaking to my key-50 people every week. Let alone my vital-100 every month. I've dealt with this by shrinking the buckets and lengthening the time frames to *top-3 once a week, key-30 every 2 weeks, vital-60 every 2 months*. Just do whatever works for you.

2) **aptitude** - Judy's approach to networking is predicated on generosity and having a natural interest in people, i.e. the names of their children, their favorite sports team, their hopes and dreams - that sort of thing. Chances are, if you're anything like me, your interest in people will be selective at best. Judy has helped me recognize the value of this line of inquiry, but that doesn't mean it comes natural.

None of the above takes away from the power of this book.

We've all met people who are naturally interested in other people, the types that you meet at a networking event and who end up squeezing your life story out of you. If I were to make a bet, Judy is one of those people. This book provides the method behind their madness - and while I may never be a power connector, I have learned a lot.

Highly recommended.

Liv Young says

WOW! Judy Robinett blew my mind with this book. I had to take my time because it was so full of information, and I can't wait to thank her personally when I finally meet her! I'm so much more intentional with my friendships and connections now, and it's powerful to think about who I'm getting to know.

Justin says

Each time I move to a new company I invariably throw out a stack of business cards an inch thick that I've collected from various conferences, customer visits, or networking events. Cards I haven't looked at since they were passed out like candy wherever I was at the time.

Networking has always been seen as something that every successful business person should do, but that no one does well. Business Networking 101 isn't taught in most MBA programs, but if it were Judy Robinett's book How to be a Power Connector would be the textbook.

Judy teaches that it's not about how many people are in your network, but who they are. Most all business activities are approached strategically, so why should you approach networking differently? Identifying the right people to have in your network is probably the most important part of networking.

It's also not about how many connections you can make, but how deep, generous and mutually beneficial those relationships are. It's not about "what can this person do for me", but about how you become successful, in whatever endeavor, through helping those in your network become successful in their business ventures. Often with no expectation of reciprocation.

Build your own “titanium rolodex” of important, powerful, and resourceful business connections by reading this book and applying the lessons Judy teaches to your own network.

Ted Kinzer says

Step up your networking with this one.

Patrick Galvin says

After watching one of Judy's TED talks, I picked up her book as we both talk (and teach) about the power of connecting. Judy offers a wealth of practical and tactical advice for becoming a better connector, and her advice for organizing and prioritizing one's connections is something that we should all follow.

Mark Manderson says

Decent read. I few good takeaways:

Introduce yourself to people everywhere around you in order to connect strategically.

Look to add value as quickly as possible and keep a systematic system to document.

Build trust by making emotional deposits into other people's accounts quickly and often.

POWER CONNECTOR MATH: Look for 15:1. That is 15 people that can get you to the contact you want or what you desire.

Grow 5 Incredibly Close circles and 50 power connectors.

Michele Wucker says

My dad always told me, "It's not what you know, it's who you know." As happens occasionally, my dad was right. How to Be a Power Connector helps you to be strategic about your network and Rolodex (they still don't have a better word for Rolodex...). Judy Robinett shares her 5+50+100 rule for making sure you know who the key people in your network are and are interacting the way you should be. I'm lucky to have a wide network of amazing people, and Judy's practical suggestions have helped me think strategically about them. Best of all, Judy is generous in spirit with her own network and encourages you to be too; if you're not authentic and open, don't bother. Highly recommended.
