

# The Nichols Newsletter

May 2006  
Edition No. 71

**“Do the Thing and You Will Get the Energy to Do the Thing” – Emerson**

## **April Rank Advancements!**

### **Supervisors:**

Joellen Meissner,  
William Stewart III,  
Rebecca Gray,  
Neil Wills

## **April Top Ten Volumes**

1. Shirle Sherwood
2. Geri & Mike Caldwell
3. Ronald and Bonnie Keever
4. Silvia Chamlee
5. Melody Brining & Gary Whetstone
6. Nathan Stowell
7. Karen & David Sandler
8. Curtis Omuro
9. Helen Chamlee
10. Jerry Lankford

**Great Job Top Ten Volume Winners and  
Welcome to all The New People In the Group!**

## **Phone Etiquette Tip**

From Maximize Your Presentation Skills: How to  
Speak, Look, and Act on Your Way to the Top by  
Ellen A. Kaye

[www.ellenkaye.com](http://www.ellenkaye.com)

“When leaving a phone message, it is rude to neglect to leave your phone number. Even if you think they have it, it is thoughtless to expect another person to go hunting for a phone number. Make it easy for someone to return your call. If you want a call back, always leave your area code and phone number. Say the number, once slowly, and repeat it. Any smart businessperson will do this automatically. Be sure you’re one of them.”

Stay tuned for possibly hearing Ellen on Margie’s Go Diamond Call in June! She’s a great gal who you would probably recognize from many print ads and soap opera appearances. Check out the “Ellen’s A Celebrity” section of her website to see if you recognize her!

## **GoNeways Website Tip from Jim Purvis, Executive, South Carolina**

Each time you log into the GoNeways.com site it counts as a hit on your site. If you want to keep an accurate count of hits to your site here’s how you can avoid this hit:

Go to your internet Home Page and enter the site as you normally would. Then, go to Back Office Login and click on it.

This will take you to the subscription page for Login and Password. Notice the address block on your computer which will look something like this:

<https://goneways.com/members/login...> etc,  
plus many more letters.

Next, left click to highlight address. Then, right click to open copy options. Left click on Copy.

Go back to your Home Page. Left click to highlight address line, then delete to clear space. Right click to open copy options. Left click on Paste.

Now you have a direct route to your Back Office Login! You can even save the link as a Favorite or a bookmark.

This little tip is important especially if you are accessing the back office often.

## **Have You Seen the New Website Available for use with the Eww!Patch?**

If not, go to [www.getthescooponyourgoop.info](http://www.getthescooponyourgoop.info)

This website is for everyone to use! We suggest putting this website name on your Eww!Patches. We’ve had individuals searching the internet and finding other Neways sites that we were not quite ready for them to see yet. This site gives them a place to do more research without finding out “too much” and the site directs them back to you personally to find out what toxins to avoid!

## **Do You Really Know How To Network?**

Last week I read this one page article in the Networking Times written by the Editor John David Mann and found it so “right on” that I wanted to share it with you all.

Regardless of how we are building our businesses (face-to-face, internet, mail, etc . . . ) this article applies in all facets of network marketing. I personally love network marketing and want the world to see it as a real, professional, viable business regardless of whether they ever join a network marketing company. Yet, if the world is to see it as such, we all have to do our part! For those of you who are interested in learning more, search your area for a “Certified Networker” program.

Now let’s make some friends!

### **The Challenge**

Reprinted from the May-June Edition of Networking Times. Article written by John David Mann. Volume 5, Issue 3, Page 72.

What’s the biggest objection you hear, the biggest reason people you know why away from becoming involved in your business? Here’s the one I hear most: “Oh, that’s the thing where people use their friends.”

*But that’s not true! People only think that because they don’t understand network marketing! We’re not in the convincing business; we’re in the information-sharing business! We don’t abuse our friendships, we only sort people, because we’re looking for people who are looking! . . .*

All good points. But if that’s all true, then why do network marketers always laugh when the speaker at the front of the room says, “By the time I heard about this opportunity, I was a member of the NFL – no friends left!” I heard this quip just the other day. I’ve been hearing it or over twenty years. Never fails to bring an embarrassed grin of recognition and sympathetic chuckle. Why? Could it be that people have that “that’s where people use their friends” objection, not because they “don’t get it”, but because *they do*?

Scott Allen and Thomas Power, two of the world’s top experts on networking, confirmed this shocking but accurate observation: ***network marketers do not know how to network.***

So far, we only know how to do half our job description. We market. But we don’t network.

In fact, we are still so woefully immature at the “networking” half of the equation that in the world’s thriving, vibrant professional online networking organizations (such as Ryze.com and Ecademy.com), network marketing is *banned*, much like spamming or pornography!

Now, *that* made me sit up and notice.

I don’t think anything has done more to poison the well for network marketing than the odious concept of the “three-foot rule.” Early in my networking career, I was taught, “How do you know if you’ve got a prospect? If he can fog a mirror!”

That is direct selling at its most crass, offensive and injurious.

For years, in the pages of this journal [Networking Times], Bob Burg has been pointing out what it means to genuinely network: connect people with each other in a way that helps everyone benefit. Here’s how Thomas Power defines it: “To give away connections.” As Ivan Misner puts it: “Givers gain.”

Not get: *give*. Not sell: *inform*. Not prospect: *serve*. Not “sort” – *network*!

Here’s what Scott Allen has to say: “The top network marketers know that the three-foot rule is not what you do. If there is a three-foot rule, it’s this: *anyone within three feet is worth getting to know a little better.*”

That’s maturity. And when we have it and show it in our profession, not just here and there but as the *norm* . . . well, just imagine!

Network marketing will have arrived.

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### **Check out our Ezines at:**

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