

Minesh: Great. First of all, I'm really excited about this opportunity of introducing Christian Mickelson to you. I met Christian a month and half ago in Chicago and was very pleased with his demeanor, and then he told me about himself and all these different things he was doing including the founding of [www.SmallBizU.com](http://www.SmallBizU.com) and after we ended our lunch we emailed you the link to go there. The point is I looked up all the information and started talking to Christian a little bit more and I realized he knew where he was going. He is definitely one of the pioneers in that field and I was just excited and hired him as a coach. I'm excited to have this opportunity for him to share some ideas because he told me he has done everything from walking on coals to walking on water, especially when it is ice.

So, anyway, Christian is going to share some phenomenal information with us. Christian, I give you the floor now.

Christian: Okay. Great. I know this is being recorded and so for all of you that are listening I'm going to be doing my best to make sure this is valuable to you. I want to make this especially valuable to everyone who is on the call right now. I would like to very quickly find out a little bit more about who is on the call right now and what you do. So, I would just like for you to say your name, where you're from and what line of work you're in. Okay? We're going to go through that rapidly. Someone just jump in and go.

Joe: My name is Joseph Kewl, President of Kewl Associates. I've worked in fifty-two countries in the world and I've come back to southeastern Michigan where I was born to assist small to medium size businesses in their development, expansion of their domestic and international market.

By the way, Christian, have you sold an icebox to an Eskimo yet?

Christian: Not yet.

Joe: I have.

Christian: All right.

Brian: Brian Keith, real estate broker, Tucson, Arizona.

Christian: Great. Thanks for keeping that brief. Thank you. Keep going.

Greg: Greg Smith in Chillicotte, Michigan. I'm an independent telecommunications consultant.

Christian: Okay.

Lori: Lori Asner, mortgage broker in the Detroit, Michigan area.

Christian: Very good.

Carolyn: Hello, this is Carolyn Brown.

Christian: And where are you from?

Carolyn: I'm actually in Troy, Michigan.

Christian: And what do you do?

Carolyn: I'm a financial planner.

Christian: Very good. Someone else.

Lynn: This is Lynn Folada and I'm from Clarkston, Michigan. I'm a personal growth educator and coach.

Christian: Awesome! Cool! Someone else?

Dave: Dave with Store-More. I'm a commercial consultant for warehousing and distribution.

Christian: Okay. Very good.

Todd: I'm Todd Grey, Christian. I'm from Pro-forma, Complete Graphic Solutions here in Florida.

Christian: Okay. That's good enough. If you didn't get to share, I apologize. I just wanted to get a feel for the kinds of people who are going to be on this call, so I could make sure that whatever I was talking about would apply to you and I've got a pretty good sense.

We're going to be talking today about networking and how to get more referrals from your networking. I've been working with coaches quite a bit lately and helping them build their coaching business and I have tailored some strategies specifically to them.

The more I was teaching it, the more I have clients that are in all different types of businesses, and the more I was teaching it to them, the more I realized that some of these same principles applied to everyone in every line of business or sales.

Some of it has to do with some ideas that you've probably heard from Bob Burg. I'm going to see if we can take this in a little bit of a different direction as well, if that's all right with you guys. Is that Okay?

So when you are doing networking and you are meeting with people, there are basically two types of networking that you can do.

If you are newer in your line of work, or newer in business, or newer to sales, you might want to network it with as many people as you possibly can and start really developing a network around yourself of people who do all different sorts of things. Just really grow and expand your network.

But as you're more established, your time becomes more valuable and it becomes harder to do that. And maybe, it is not worth the expense of time to do that.

So, you're going to want to be a little bit more strategic in who you decide to spend your time with. Mortgage brokers, for example, usually want to spend as much time as they can with realtors, so they are being more selective in that way.

There may be some specific power partners, specific kinds of people who are naturally great referral sources for you that you are obviously going to want to spend a lot of time with them anyway. I think as much as I can in terms of strategic allegiance. Who could I work with that would be able to refer me tons of business, and who could I be able to refer tons of business to?

Now, I want to think strategically with whom I spend my time. But really, anyone could be someone who could give you a referral. You never know. So, if you're networking at a Chamber of Commerce.... Do a lot of you go to Chambers of Commerce or networking meetings?

Participant: Sometimes.

Christian: Most people have a long way to go with networking and, most people think they are really good, yet they don't necessarily get as many leads or as much business from their networking as they wished they did.

Somehow, there's a disconnect there. And, I have some ideas to share with you on how you can get a lot more business, and more

referrals from your networking. I have three types of questions that you can ask, that are going to help get you that.

Before we get into those, I want you to think for a second about who would make great strategic alliance partners with you. As a business sales coach, an accountant, a lawyer or a business lawyer would be good for me. A banker would be good because all those people deal with business owners.

So anyone who deals with the same kind of clients that you deal with are people that you want to become friends with.

The first types of question that I like to ask are questions to get to know the person. "Who are you" types of questions: "Tell me more about yourself", "where are you from", "how did you get into this line of work", "what made you decide to start this business", "what do you love most about your business", "tell me more about your family."

How many of you have been in a networking group, networking meetings, chamber of commerce or somewhere, and you shook hands, said hello to someone, and they immediately started telling you about themselves?

Has that ever happened?

Participant: Of course.

Christian: Yeah. In fact, it probably happens a lot. I don't really network at Chambers of Commerce much anymore, actually not at all anymore. But, I remember when I used to, it would drive me crazy. I would be the best networker on my side. I would ask all kinds of questions, do a really good job, and then, the other person would never ask about me. It would drive me nuts. People are just so focused on themselves. It's insane.

Knowing that, you can actually use it to your advantage. Instead of going in, introducing yourself and telling people all about you and what you do, the best thing you can do is take an interest in them. That's very basic. That's Dale Carnegie "How to Win Friends and Influence People", which is a great foundational, fundamental book. If you haven't read it, it is worth reading.

So, the first kinds of questions are "who are you" kinds of questions. What this does is it makes people feel that you care about them. It gets you strong rapport. Rapport is that mysterious

connection between you and someone else. Rapport is power. The more you have rapport with people, the stronger that rapport is, the more power you have with them.

The more influence you have over people, the more they will trust and like you, the more they will listen to what you have to say, and the more they will be concerned about your well-being. So, you want to get as strong a rapport as you can.

Also, when you ask people about themselves, most people will then start to ask about you and what you do. And, I will give a little bit of information, but I want to keep things focused on them as much as I can. So I will reciprocate with some answers. But, I want to spend probably 20% of my time talking about myself and 80% of my time talking about them.

If you are in a room with someone else just like you who knows these things, it becomes a really fun conversation.

So, that's the first type of question that you want to ask. You really want to get to know them, really know what their business is.

I'm going to take this a step further. That would be like the "A" kind of question is about them personally, their kind of business, and stuff like that. Then, the "B" type of questions are really good. You are going to want to write these down.

You want to ask questions that will make them salivate and drool, questions that will help you understand how you can pass them more leads.

I really believe that the referral game is a game of giving and getting. You might need to give 80% referrals to get 20% back. Maybe not. But, if you even think that way, that means you need to give a lot of referrals.

I'm very non-linear in my thinking and presentation style. I will do my best to try to keep this linear, but it's not working too well. I'm going to be a mess. You will get a transcript of this probably, a learning guide, where you will be able to get all these questions and it will be chunked up better.

But let me just get these questions out for you. So, you want to make them drool. Making him drool would be asking questions like this:

- What would be the best lead for you?
- What would be the ideal prospect for you?
- How would you describe a customer that you have right now that, if you could, you would get 10 more just like them?
- If I knew someone right now that could use your services, how would I know?
- What's the biggest problem that your customers face that you're able to solve?
- What pain do you help them get rid of?

These are all great questions to ask yourself by the way, because it's going to help you get clear on what you're looking for in a prospect.

What I teach my clients is that you want to get so clear on your ideal prospect that you're defining them by personality and demeanor. The only prospects I want to talk to are prospects that are open minded, prospects that are respectful, that are caring, that are fun and playful.

If I am talking to a prospect and they don't meet those criteria, I don't want to talk to them. I want to save my time, because my time is so valuable. I want to get the cream of the crop, the kind of people who really turn me on and I would love to work with. Anyone who doesn't fit that criteria, it's easy to move them along.

I would recommend that you get that clear for yourself. The reason you want to get clear on that for whoever you're interacting with, and this may be over a cup of coffee or over lunch, it could be right there in your networking meetings.

This kind of conversation can happen pretty quickly. I'll introduce myself to someone. "Hi, how are you doing? What's your name? What do you do?" Or, I'll see their nametag at least and say "Hey, how are you doing, Bob? What is it that you do? Tell me more about that? How did you get into that? That sounds pretty cool. What's your favorite part about what you do?"

Then, I will ask them " If I knew someone who could really use your services, how would I know?" "If I can pass on lots of leads to you, what would be the best lead to give you?" "What's the biggest pain that your service takes away for people?"

Some of them aren't going to be super clear on those, but the idea that you are so intent and so interested in trying to get them leads

and give them referrals will make them drool. They won't want to walk away from you. Does that make sense?

Participant: Yup.

Christian: Any questions on that?

Carolyn: Do you often get a well-formed answer to that question?

Christian: Half the time it's well formed, half the time it's not. What they answer isn't as important in that moment as the fact that they feel like you are really, really looking out for them.

I remember the first time someone asked me, "What would be a juicy prospect for you, somebody that would be just a grand slam," it made me think, "Gosh, maybe this person already knows someone like that," and it just made me want to get to know them better.

Now I want to move into.... This is the kind of thing that I have taught a lot of coaches to do, and you can do this too. I was thinking originally that this was just great for coaches, but as I said, the more I have been teaching it, and the more I have shared these ideas with other business owners, the more people are just eating it up and getting really great results.

And, that is basically to do a "needs assessment" with this person. This would be something you would probably do over a cup of coffee or lunch. So, if you're meeting with someone who could be either be a great referral source or you're just trying to build up a good network around you as fast as you can...

When I first started out networking, I would at least have lunch with 1 person a week, minimum. It's still probably not a bad idea anyway. I would probably feel just a little bit choosier with who I would have that lunch. But, when you are starting out, you really want to get to know as many people as you can. For those of you who are established, this can be very powerful for you. Not only will it teach you how to get more referrals right now, but this is the core of my sales training.

You can find this at [www.SmallBizU.com](http://www.SmallBizU.com) under "The World's Greatest Needs Assessment". It will help you ask really great questions.

I will give you some of those now.

Once you get a really good rapport with someone and you're having a great lunch with them, I would actually take them through what I call "The World's Greatest Needs Assessment". I would ask these types of questions, and basically, these questions are to help identify their problem and identify their goals.

So I would ask something like: "Where are you looking to take your business over the next 12 months?" I would actually be somewhat coaching them. And anyone can do this, coaching them on their business.

When I get to the end of this, I will show you why it's so magical.

So, I ask them, "What are your goals? Where do you want to go over the next year?"

I'm not going to give you all of the questions right now. You can find a lot of them at that link at [www.SmallBizU.com](http://www.SmallBizU.com). Minesh, I'm sure will email you the direct link to what we're talking about too.

So, "what is it that you want?" "What are your goals?" "Where are you looking to go?" "What are the biggest problems you are facing right now?" "What are the biggest challenges you've got going?"

Now, if you have really good rapport with this person, they are going to feel comfortable opening up with you, and actually sharing and being honest with you. If you don't, they're not going to be too truthful, not going to share a whole lot. This will be an indicator of your rapport skills.

If you can get really good rapport with people, everyone will open up. I almost get no one who doesn't open up. It's so rare for people not to be completely honest and open with me. If you're not getting people being totally open and honest with you, then you might want to take a look at how you are coming across, how you're gaining that rapport.

So, "What are your problems?" The reason why this is so powerful, I'm going to share with you right now. It is because you want to be a referral-aholic. Not just for yourself, but for everyone in your sphere of influence. Because the more leads you give, the more leads you're going to get. That's just obvious truth, right? The more you give, the more you get. And when people see you as a very powerful referral source, people want to get to know you even better. And people want to really give you leads as much as they

can because they know if they if they get in your good graces that you have the power to pass a lot of business along to people. That's a very powerful place to be coming from.

As soon as you know someone's problems, now you might know the solution, and the solution could be that this person you're meeting with might be a great lead for three people that you know. Maybe they just started a business, and you can refer them to an attorney. You could refer them to an accountant. You could refer them to a printer. You could refer them to a business coach. You could refer them to whatever. But, that's four or five great leads that this person can be for other people. You're mining these people that you're meeting with, not only to see if their problem could be a good sale for you.

Honestly, while you are talking to them, they may be a good lead for you. This person could be a good prospect for you. So as you are going through this process, you're going to find if this person could be a good lead for you, but you're also going to find out if they're a great lead for other people. And, if you find 1 person that you can pass on as a lead to 4 or 5 other people, all of a sudden you're a hero to 4 or 5 other people.

Plus, if they are people that you know really well, you feel really good about and you've gotten really good rapport with, they are going to really trust your opinion. They are really going to trust you that if this person is recommending these four or five people, I'm going to call them up. Or if they call me up, I'm going to definitely listen to what they have to say. Does that make sense?

Group: Yes, absolutely.

Christian: Okay. So, the more your eyes are open to who this could be a great lead for, now your whole world opens up. Who could this person be a great lead for? Or who could be a great lead for this person? When you open up about their goals, you open up about their problems, and all of the questions you asked before about what would be an ideal prospect for you, you might already know 4 leads for that person, or maybe only 1, or maybe you don't know any yet.

But if you can pass that person a lead, now you've got even more. You've gotten massive rapport. This is a game, and the game is passing leads. If you can pass a lead to this person, hallelujah. If that person becomes a lead for four other people, hallelujah. If this person is actually a great prospect for you, then hallelujah all the more, especially if you have already given them a lead or two.

They're going to love you like crazy. They're going to be totally open and willing to what you have to say.

If this person is a lead for you, then to be great at whatever it is that you are doing and to be great at sales, then you're going to want to do this process in finding out what they want and what their problems are. And, if you can show them how what you have to offer can help them get what they want, help them achieve their goals and help them eliminate their problems, they're going to really want to listen to what you have to say.

But until you do that, it's like a vault. That is the combination to the lock. Finding out what their goals, finding out what their problems are. There's one more key to the combination and that's helping them feel it intensely on an emotional level, and you can really do that by really studying the "World's Greatest Needs Assessment" on [www.SmallBizU.com](http://www.SmallBizU.com).

But, there's also another lesson there you can listen to, the most important part of the sale, which is the needs assessment in my opinion. Most people focus on closing, I focus on needs-assessment. If you can do a great job in the needs-assessment....

Carolyn: They will close it themselves.

Christian: ...they will close it themselves, that's right. That's what this is about. And it doesn't even matter if this person is a great prospect for you or not. You can do this same needs assessment process, you can find what they want, find what their pain is. Now you've opened up whole worlds. That's the whole combination. Now you've unlocked the safe and you have access to everything that's inside.

And, everything that's inside is helping this person eliminate their problems and achieve their goals, either by what you have to offer or by what someone else you know has to offer, or both, and helping them by giving them more referrals. If you can do all those three things, you will become a master, and you will be passing leads almost everyday.

There are very few people out there who are like this, honestly. I'll tell you what, when you become someone like this, and you run into someone else who is just like this, there will be instantaneous respect for each other and probably, think about how many leads can pass thru someone like this. Now you can have that start being direct towards you and you can start directing that towards that person.

You only need to know three, four or five people who are powerful, powerful referral sources and that can build your business forever. You want to obviously look for those kinds of people, but following this system will make it so that when you actually run into someone like this, they are going to recognize you, they are going to see how brilliant you are, and because you are taking such an interest in them... if you've noticed, this is other person focused. 80% them, 20% you.

Another way to get people to feel comfortable sharing their problems and their challenges is to share your own. The more vulnerable you can make yourself, the more comfortable people will be, being vulnerable in front of you. You don't need to be perfect in order for people to want to do business with you. Be real.

I would be happy to review any of this stuff, but I would like to go ahead and see what kind of questions come up or comments.

Minesh: I have a question that is excellent because in fact you and Bob Burg were mentioning a similar idea about getting to know the other person and helping them, because that is clearly the way people feel obligated, and when they feel obligated, they are automatically interested in getting to know more about you. Because really, you practice it very well. The reason I am mentioning this is your website [www.SmallBizU.com](http://www.SmallBizU.com) that you have. I will be emailing the information very shortly to the people who are on the call. If you haven't received, please email me because I am still mastering some of the parts of the internet.

You provide so much for free at [www.SmallBizU.com](http://www.SmallBizU.com). I think one of the reasons when I looked at it, I was automatically obligated to say "Hey, he's helping me so much, let me see what I can do". Do you see what I am saying?

Christian: Yes.

Minesh: I think a lot of people just knowing that you are a giving, caring type of person are attracted.

Christian: Yes. I also recommend that you ask yourself this question or ask the other person the question, "How can I help?"

Ask it of yourself over and over again, "how can I help?" It doesn't even have to have anything to do with business. Maybe it's beyond passing leads. It becomes very human. Gosh, you know you see

this person needs a babysitter, maybe you step in and say, "I'm going to be watching my kids that night anyway, I'll be happy to help out" or whatever. Maybe it's just being there as a friend for them and listening to their problems, and just being there for them. Maybe its going out and getting a cup of coffee once a month just to be a friend, and being above and beyond all of the other stuff we talked about.

Greg: Christian?

Christian: Yes.

Greg: This is Greg. Tomorrow night, interestingly enough our Chamber of Commerce is having a networking meeting and I'm going to be going. So, if I can kind of walk through this, basically what I would do is pick two or three strategic people, types of businesses I would like a strategic alliance. I would then go to the meeting and kind of look around for those types of people and search them out.

And, assuming I find a couple that are there, I start asking these types of questions, "Who are you," and then the "salivate and drool" questions. And then, depending on their responses and how I feel and how I feel we hit it off, then you schedule a follow up lunch or get-together and you go through the needs assessment .

Is that kind of how that goes, what you are talking about doing?

Christian: Yeah. I would just be aware of one thing. Because it's tough to see who's a referral, a great strategic referral partner, just by looking at their nametags as you're walking through, if you meet anyone who doesn't fit your strategic partnership kind of person, I would still be just as gracious, just as interested, because you never know who that person is, who they know, what they have to offer.

And again, you are also mining, not just for prospects for yourself. You're mining for prospects for other people. So, when you're in the networking event, if that person is a clear prospect for three people that you know or if you know three prospects for that would be great for him or her to know, then what I do in a networking event that makes me everyone's hero is I actually then take that person and introduce the two people together.

So, if you don't go to a Chamber of Commerce frequently, if you just go every now and again and it's really just a room full of strangers, then you are really missing out on the value. If you go more consistently, you start building relationships with people. And

then, when you go in the room and you know a third of the people, or you know half or two thirds of the people, when see new people you don't know yet, you can introduce them to people you already know. It makes you look really good to everybody. It makes you look really good to the person you are talking to. Because all of a sudden, this person really is connected. He already knows a lot of people, he's really helpful.

And then, to the people that you already know, they're like "Oh my gosh, this guys bringing me my ideal prospect right to me", which is great because, like I said you are in a roomful of people. You don't know who the great fit is for you. So what you're doing is you're finding out, "If this person is not a great fit for me, who could this person be a great fit for."

You can be introducing these people around and moving people around. People who are really sharp about this, this is what they're doing. The more you do it, the more other people are going to do it too because you are going to be modeling it and people will see you as a great networker. And the more people see you as a great networker, the more they put you on this, not necessarily a pedestal, but the more they look up to you and respect you.

You gain respect this way, because you don't look like you're just out for yourself. You look like you're really out to help people and you're really out to help them specifically. And now, you're gaining more rapport, more respect and more power.

Does that make sense?

Carolyn: One of the things you can do is join an organization or call the president, executive director, or whomever and ask to sit down and have lunch with them. Explain what you would like, how the organization can help you and what you would like to do, and they will sign you up for some committee of something, which is good.

Then, call them before you go to the first event and ask them if they could introduce you to a couple of people.

Christian: Yeah, that's a great way to get a start. Absolutely. Thank you. Good.

Any other questions or comments about anything we've covered so far?

Minesh: I think it's clearly a question obviously, the giver's gain philosophy works very well.

Christian: Yes.

Minesh: And it's interesting how you not necessarily you use the word "put on a pedestal", but clearly starting to be respected as a resource. And, people seek you out just because of what you have been able to do.

Similarly, I've been offering the free audio CD on 60 Second Commercials, and that is exactly what we believe to master in order to be effective in a networking organization which meets on a regular basis and you are introducing yourself.

Christian: In front of a group of people, yeah.

Minesh: Exactly. That has worked wonders for me. Because people suddenly see that as a valued resource and it's not just trying to promote, promote, promote.

Christian: Exactly. One other thing that happens too is then, all of a sudden, because they know how well connected you are, you get people to call you up and say, "I'm looking for a printer, who would you recommend?" Now, you're getting even more leads to hand out.

I used to be in a leads group in the Chicago area, and our leads group was so powerful. We had about 40 members in it and we used to pass like 50 or 60 leads a week in this group. If any of you have been in a leads group, then you know that's a lot. I was always one of the highest referral people in the group.

In fact, I just talked to my banker yesterday, back in Chicago, and she said "Oh, Christian, I was just talking about you". I said "You were? How sweet, what were you saying?" She said "I was just talking to someone else who is thinking about joining our group who does something similar to what you do and I was saying how you were my biggest referral source last year." I said, "Wow! I didn't know that. Wow, that's cool. I'm so sorry I'm not still in Illinois". It was so touching to hear that.

Everyone can be that great of a networker. You can build your business thru your networking and that's a very inexpensive way to market.

Minesh: Exactly. Any other questions for Christian, because I know that Christian can answer questions from quite a few different angles, but obviously we are focusing on this topic.

Christian, do you mind if I ask you a question about what made you start [www.SmallBizU.com](http://www.SmallBizU.com)? Because it's a free resource.

Christian: Well, a couple of different things. One is that I hate teaching the same things over and over again.

And so in coaching small business owners and sales people for the last 4 years I started seeing trends that a lot of them needed to know the same stuff and I felt like a lot of them were missing the fundamentals. Some of them might have been sales fundamentals; some of them might have been networking fundamentals, cash flow, whatever, it might have been.

So, instead of me teaching it one to one, over and over again, which I was doing for a while, I thought, let me create a lesson and put it somewhere where everybody can have access to it, especially my clients. This way, when a client calls us and says hey, I have a problem with this. I don't have to sit there and say, "Okay, here's what you need to do." Instead, I say "Okay, go on [www.SmallBizU.com](http://www.SmallBizU.com), and do a 7-step marketing plan for yourself. It's very simple. And then, email it to me and I'll coach you on it, or then we'll talk about it." Or, "Read this lesson on the "Competition Destroyer. Then come back and we'll talk about how you can edge out people who are already using someone else."

So, that's where a lot of the ideas came from. And then, I also thought, "Well, okay, as long as I have all this great content, it could be a great way for me to build my database full of potential customers or clients. So, I turned it into an online university.

Minesh: Excellent. It's a wonderful resource and I'm emailing it to people today, so you should have the link today in your email box. If you don't, just email me and I will make sure that you do get it.

That's a phenomenal resource. I was very impressed, and I actually became an associate along with Christian, knowing the wonderful value that is there and we will be adding a lot of new stuff in the next few weeks, so that people can get even more value to benefit from these programs that Christian has been doing.

Okay, great. Anybody else have any other questions for Christian here?

Fantastic. Well, Rick Ruby who is my mentor, on December 3<sup>rd</sup>, we will be interviewing him from 12:00 to 1:00. Some of you know Rick Ruby.

He actually went from \$75,000 in credit card debt to over \$2.5 million dollars in cash assets. I'm not talking of real estate and business and other things.

So he will be sharing "Secrets of a Street Smart Millionaire" and you are welcome to register. I know a couple of people on this call have already registered on it, I see your names here. It is free, but mainly just for today. And, if you are local, not only are you going to get that for free today if you register, you will also get his live workshop on December 11 in Bloomfield Hills, which is on "7 Steps to Wealth Management". That is also one of the keys programs for free also.

So, if you don't have the link, let me know and I will definitely forward that to you. Otherwise, the price will be \$29 for registering tomorrow. I just wanted to put into a small plug for the next program, which is phenomenal also.

I love working with people who are successful and who have something to offer for everybody, and Christian is definitely somebody I highly, highly respect.

So, Christian, I really appreciate you taking the time. And thanks for giving all the ideas which I know that most people seem to think sometimes it's too simple but very few people do it. Isn't that true Christian?

Christian: That's true.

Minesh: And that separates you from other people and helps you to become more memorable.

Christian: Absolutely.

Minesh: That's having the key and getting more referrals and becoming more memorable by giving. Fantastic.

Well, thanks so much for a wonderful class and I'm glad that people could benefit from it. You are welcome to ask any other questions or email me and I can forward them to Christian at the right time.

You should have the link for [www.SmallBizU.com](http://www.SmallBizU.com) shortly also.

Carolyn: I have a question. You were saying if I sign up for the Rick Ruby seminar today, it's free?

Minesh: Yes, it is.

Carolyn: And where is his December 11th?

Minesh: In Bloomfield Hills.

Carolyn: Is that just a lunchtime thing?

Minesh: That will be 6PM.

Joe: This is Joe. Will you email us the details on the December 11?

Minesh: Yes, I will.

Joe: Ok, great.

Minesh: I just need to cross check one or two things about how many people it can hold, because if we have too many people registered then we might have to move the location, but at this moment Bloomfield Hills is what we are looking at.

Joe: Bloomfield Hills, I definitely would like to attend that.

Christian?

Christian: Yes.

Joe: Where about in the San Diego area are you?

Christian: I'm right by Qualcomm Stadium.

Joe: Ok, do you do everything over the internet or do you hold sessions or events or things like that? Workshops, as well?

Christian: Most everything is online. I'm in talks about doing some live workshops thru my apartment complex.

Joe: The reason I say this, is my sister just has moved out there and has gotten into real estate and is in the Carlsbad area. And from the standpoint of getting into a new career, these types of things I think will be very valuable for her.

Christian: Yeah. Just forward her to [www.SmallBizU.com](http://www.SmallBizU.com). That would be the best way to help her out, I think. Then if she would like to talk to me specifically, our contact information is available through there and we'll see what we can do to help her out.

Joe: Very good. Great.

Carolyn: If any of you are interested in attending a seminar entitled "Smart Women Finish Rich", we are doing a similar both December 9 and 10 at the Skyline Club, which is in Southfield, Michigan, starting at 5:45 and it, should be about an hour and a half.

Minesh: Ok, Carolyn, thank you .

Carolyn: Right, so if anybody is interested in attending that seminar...

Joe: Minesh, are you going to be giving us a listing of people who are on this call?

Minesh: I haven't taken permission, so I don't...if you do want it, I can get the information.

Joe: Well, the individual who is on the line.....

Minesh: Carolyn Brown?

Joe: He's a telecom consultant?

Minesh: Oh, yes, that is Greg Smith and I will give you his information. No problem.

Joe: I would be interested in talking with him.

Minesh: Ok, very good. Thank you.

Joe: One other thing?

Minesh: We are already networking here, aren't we?

Joe: Christian, what was the website again?

Christian: [www.SmallBizU.com](http://www.SmallBizU.com).

Minesh: I already emailed you the link, so if you don't have the link, email me again and I will make sure that we are just keeping track who the links came from.

Christian: Get it thru Minesh's email.

Minesh: You should have it, if you don't have it in your email box, let me know Joe.

Joe: Ok.

Minesh: Fantastic. That's about it for us. I appreciate everybody's time and I'm sure it was a very profitable time for us we look forward to serving you further in the future.

Please let more people know about the good stuff that we are doing because obviously there are a lot of people who can use this information.

Thank you Christian for your wonderful time.

Christian: And where would everybody send people for you Minesh? Where would they send people to get more information about these classes you're offering Minesh?

Minesh: Well, right now, just email me, and if you don't have the links, I'll definitely forward the links to you.

Christian: And when they want to tell their friends about your classes and stuff like that?

Minesh: Ok. [www.mbaxi.com](http://www.mbaxi.com) . Have them sign up for my w-business newsletter because that way, they will keep getting the information they are looking for.

Christian: Great.

Minesh: Thank you Christian! I appreciate that very much.

Christian: You're welcome.

Minesh: And I look forward to talking to you later.

Christian: You got it.

Minesh: Ok, folks. Have a wonderful day.

Group: Thank you. Goodbye.

Christian: Goodbye.