



150 x 150 x 150 - 6 Degrees Of Separation



I've been musing about how one can be so close to something that you don't see the reality in it until someone or something smacks you upside the head and points it out.

I've spent the bulk of the last decade writing, training and talking about how to grow your business through thoughtful marketing, advertising and selling practices.

I've read and pulled apart the expert theories and examined them like a cheap alarm clock in the hands of a six year old. I've turned them upside down and looked at them sideways and what I've found could fill volumes (and it has) but it wasn't until recently that I recognized the simple truth to making people want to do business with you.

But before I go there I want to tell you what Julie had to say. Julie is a wildly successful entrepreneur whose marketing strategy is simply getting people to like her. Julie explained that she just gets continual referrals and can't keep up with writing business. Poor thing.

A referral, in sales, just happens to be the most enviable, sought after prize on planet earth for getting you in the door, past the email and voicemail delete button and giving you a shot at creating the lucrative "buying atmosphere". And hey, while we're at it, think about this one when you tell me you don't know where to start. On average, each and every one of you knows 150 people (Dunbar's Number – Robin Dunbar to his friends) either socially or through work or both. Now get out your calculators for this one. (I'll wait)

Punch in 150 x 150. Because of course each of your acquaintances has on average 150 people in their network. You should have a 5 digit number. (I don't want to spoil it for those too relaxed to get up and find the calculator) Ok now times that number by itself. (Metcalf's Theory)

Do you see how the 6 degrees of separation theory came into existence?

Back to Julie. She gets people to like her not by baking cookies or bringing lattes (although it couldn't hurt) but because she thoroughly understands the dynamics of interpersonal relationships and personality styles. In plain language, what makes people tick.

What Julie knows and works seamlessly is that each one of you has a comfort zone that you retreat to when you are most grounded and by understanding these different zones or quadrants she becomes very chameleon-like to assure you, the prospect that she is the kind of person you would want to do business with and "trust". (The second most coveted prize in sales)

If you haven't already experienced one of the many workshops or seminars on type indicators or brain dominance, I suggest you do so if you wish to experience success in business or sales. (not that that alone can make it happen, it just can't hurt to know) Or if you are reading this for pure entertainment or out of sheer boredom take a workshop or seminar anyway. You'll find it fascinating and anything but boring. It may even help your social life.

By the way the number (for those of you without a calculator) is 506,250,000 people. For another angle of Dunbar's Number theory see www.monkeysphere.com and laugh yourself to sleep.