



19 Keys to Success Course Transcript

Success Tip #16: Cultivate Relationships

I wanted to give you a round of applause for hanging out with me, The Jackie Jackson, as I go through the 19 success strategies to help you convert your purpose and passion into actual profit, alright? How to actually be successful, and 19 is a lot. I know. I know it's tough. I know it is, but I assure you, if you follow these 19 strategies, you are definitely on your way to being the most successful you that you can be. So, we are up to #16, so we are counting down - #16.

#16 is actually pretty easy, right? But, it's something so simple that sometimes, we may even overlook it just because of its simplicity, and it is: cultivate relationships. Huh, how simple is that? Cultivate honest and true relationships, ok. So what do I really mean by that? Alright, don't be one of those professionals that you become like a "pick your brainer". You know what I'm talking about? "Hmm, oh, um yeah, I see that you're doing what I think I want to do, uhh, can I take you for coffee? Can I take you for lunch? Can I pick your brain?"

Ugh, when people ask me that question, pick my brain? What do you want to pick my brain for? Why don't you find out what I need? Find out what I need and then maybe when you help me get what I want, I will help you get what you want. Alright, so first things first, and I think I said that was the first one – it because it's rule #1 with networking – what's in it for them? Alright, I can tell you how many times I called someone and offered to work for them for free. Yeah I said it, I said it, work for them for free – what can I do for you? Can I just hang around and listen to your conversation? Can I see how you make your sales calls? Can I see how you write your emails? Can I see how you communicate with your clients? For free! Can I get you some coffee? Wow, you're on the phone making your sales calls. Guess what I want to do?

I want to listen in to what you're saying. Because what you're saying is good because you're putting cold hard cash into your pocket and I want to learn how you put cold hard cash into your pocket. I'm not trying to take anybody out and ask to pick their brain and give them their free coffee. They know what your motive is! They know that you are not sincere. Stop it! I need you to be more sincere than that. I need you to be realistic and honest and actually cultivate real relationships with people by actually offering them to do something for them. And in turn, you get to learn by osmosis – just by being around them! You get to learn exactly what it is the keys of success that they are using to get themselves some cash in their pocket. That's what you need to do. Stop going around trying to pick people's brains – because even if they told you what to do with that information. Why? Because you didn't learn anything. Nothing! All you learned was some bits and pieces of information but you are still missing the whole pie! It's not enough to put the whole pie together. At all. So, make yourself available the right way, and approach people and say "Hey, what can I do for you?" Mmhmm, that is success strategy #16. We got 17,18,19 – three more to go. It's getting good! It's getting good! Don't bail on me now! Stick with me, alright? It's not going to be that bad. Stick with me. Talk to you soon!