

# NMACC *to go*



Next Meeting: Thurs., October 15, 11am-1pm

October 2015

## Tanoan Country Club

This month's sponsors:



## NETWORKING YOUR WAY TO THE BOTTOM

By [Jim Myers](#), VP, NMACC

I don't know about you, but I know a lot of marketers who afraid of business networking. They mask their fear by saying things like, "I really think the product sells itself" or "People can go online and check it out" or "It can do this, that and the other thing - it's really amazing!"

Bottom line, that's not marketing; it's self-seeking, self-awareness gone bad.

Some of the best actors in Hollywood, Baliwood or even our own Tamalewood, **lose themselves in their scenes**. They get lost in becoming someone else, completely losing their identity along the way. The same is true about great marketers. Successful marketers realize that it's not about them. It's not about their numbers, their awards, their "mark" on their company - it's about helping others find answers to difficulties and problems either stated or unstated. **IT'S ABOUT SERVING & SOLVING.**

The best way to serve your prospects is find out what bothers them. Yep. Just ask questions. Good questions that show that you're listening. Really listening.

This meeting, which is completely devoted to network marketing - is designed for you to ask questions of fellow attendees. This is a great way to practice in a "safe" environment, devoid of judgment or consequences. But it's an incredibly useful habit to get into when you get back into the real world.

**Here's a few tips to get the most out of our meeting and your real world marketing:**

1. Lose yourself in the other person. Make it all about them until it's turned around **by them**.
2. Actively listen. Be present. Even if you've been diagnosed ADHD or a Labrador just seeing a squirrel...**focus on THEM.**
3. Be genuinely, authentically interested in what they have to say. Find a common connection and practice **speeding up your trust factor by positively leveraging it.**

## HAPPY NETWORKING!

### *Related Hot Links:*

- [6 Ways to Network More Effectively](#)
- [4 Ways to Maximize your Network with Social Media](#)
- [10 Tips for Successful Business Networking](#)
- [How to Network](#)
- [Funny Businessmen Networking Video](#)



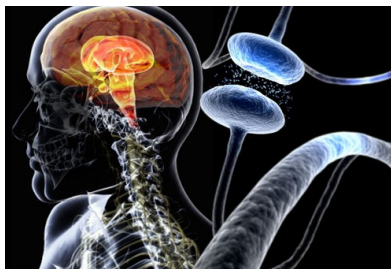
# NMACC *to go* continued

## *NMACC Snacks: (non-profit events/causes...)*

- [Spotlight Senior Services](#) will be having their monthly meeting on Wednesday, October 14 from 7:30 AM to 9:00 AM at Cornerstone Home Care. Please email Janet Laswell at [janet@spotlightservicesnm.com](mailto:janet@spotlightservicesnm.com) to RSVP and/or become an organization member.
- On Wednesday, October 14, [Meals on Wheels of Albuquerque](#) will be having their check presentation of a \$50,000 donation from the Walmart Foundation. If you would like to RSVP or would like more information, please call 505-823-8060
- [The National Association of Social Workers - NM Chapter](#) are seeking Conference Exhibitors and Sponsors. Please contact Gina Bryant for information at (407) 493-3160 or email her at [gbryant@gmail.com](mailto:gbryant@gmail.com)
- [Uniting New Mexicans Against Adult Abuse](#) will have an event on Tuesday, October 27th at Marriott Uptown. For more information please visit the UNMAA website
- A big thank you to NMACC and everyone who attended the [Walk to End Alzheimer's](#) from the Alzheimer's Association. It was the biggest Walk in the Association history!
- [The Annual Caregiver Conference](#) sponsored by the Alzheimer's Association and the Albuquerque Area on Aging is Saturday, November 7 from 8 AM to 4 PM. Participants must call the office at 505-266-4473 to register. Breakfast and Lunch are provided and limited onsite respite care will be provided.

## *NMACC Sac: (fast links to helpful educational tidbits)*

- Earlier this month, [NM-SHSM](#) hosted speaker, Lennan McGookey Gardner. Her presentation was on "Making Peace with Selling". In the spirit of this month's networking meeting, we encourage you to visit her [website](#) to learn how to improve your sales and marketing efforts!
- Are you a family caregiver for a loved one with Alzheimer's Disease or other related dementia? Through a partnership with Blue Cross Blue Shield of New Mexico and the Retreat Healthcare, [PeopleWorks-NM](#) is able to offer a set of six educational sessions regarding a variety of topics meant to ease your role as a caregiver and decrease feelings of isolation and frustration. The cost is only \$15.00 for the Alzheimer's workbook, an aid to the class. Scholarships are available. Classes start in Albuquerque and Rio Rancho starting in October. Please call 505-990-4186 or email [melyssa@peopleworksm.org](mailto:melyssa@peopleworksm.org)



**Next Month: Dr. Carole Mazurowski**  
**Topic: Neuropsychological Aspects of Parkinson's**

**NMACC Almanac: (Upcoming Meetings)**

November 19, December 3 (eve), January 21, February 18, March 17, April 21,  
May 19, June 16

**"NMACC To Go"** Submissions for announcements of any kind will be published the month of the event, unless the event scheduled occurs before the date of distribution. For accuracy, "Series" events (regular meetings) must be submitted monthly. Deadline for next edition: **November 2, 2015**

Please provide a link **and** email contact/phone number to your activity/event. Send submissions to: [NMACC to go](#)  
Want to find out more about NMACC? Go to [New Mexico Association for Continuity of Care](#). Attend the luncheon? Go to ["Calendar of Events"/NOTE](#).