

MI Kelli Richards

Jaime: Welcome to Millionaire Insiders. I'm Jaime Tardy and I have Kelli Richards on the show again from All Access Group. If you haven't heard to our first interview, definitely make sure you dive into that. We're going to be going even deeper into how she's an amazing super connector so she can give us some actionable tips that you guys are going to take this week to be kind of like her. We can never be her but we can be kind of like her. Thanks so much for coming on, Kelli.

Kelli: My pleasure, Jaime.

Jaime: So give us some actionable tips that you've done that have really expanded your network.

Kelli: Well, first of all, for people who don't understand what a super connector really is, it's someone who is a master networker, who, in my case, has bridged Silicon Valley and Madison Avenue, working across brands, celebrities, luminaries and tech executives. As a result, I've established a very broad network of trusted relationships in all of those areas and I can make things happen. It's been a very intentional, active way of doing business. It's not for everybody but it has worked for me.

Jaime: Did you know in advance 'I really want to meet with people, celebrities here in Silicon Valley.'? Was it intentional?

Kelli: I've always been interested in the music entertainment technology convergence from a very early age, all of it. But the Madison Avenue piece, bringing the brands in, is more recent. That sort of completes the trilogy. No matter what the strength and status of your current network is, virtually everybody has the potential to become a super connector. It does take time, it doesn't happen overnight, you have to build that network up and learn how to leverage it to everybody's advantage by making an effort to strengthen those bonds that you've forged over time to create opportunities.

Jaime: Beautiful. So give me on really good tip that would work for somebody that they can go out and do.

Kelli: Would you like one or several?

Jaime: We want a bunch. We'll start with one but I'll keep asking you.

Kelli: It's surprising how simple it can be. A cup of coffee or lunch can go a long way. Every so often you want to sit down with your contacts over a drink or a meal and catch up face to face. Nothing beats that personal connection.

Jaime: Do you have any tips for that?

Kelli: Ask them how you can help them to achieve their current goals.

Jaime: Beautiful. Okay, so you go into it not as though you're trying to get anything, it's just to catch up, 'Hey, great, if I can help you with anything. Maybe I can introduce you to someone.'

Kelli: I wouldn't say that. If you're meeting with somebody who can help your business and you can help them, going in with the attitude, mindset and intention of 'Let's see what win/wins we can create together out of this time,' is probably more productive.

Jaime: Yeah, definitely. Okay, so that's tip number one. That's something that I've been trying to do more of, although it's hard when somebody has such a busy schedule. Do you think once a week or a couple of times a month?

Kelli: No, I'm lucky if I see any percentage of my network – you don't have to meet with them to stay in touch, you can e-mail as well. But even if you can schedule in a meeting once a year or every two years, it really makes a difference.

Jaime: Nice. Okay, cool. So that's tip number one. What's tip number two?

Kelli: Keeping the members of your network informed, either by inviting them to a regular gathering that you facilitate, a salon once a month or once a quarter, or by adding them to your mailing list or asking them to opt-in so that they receive a monthly newsletter and they can stay up to date with what you're doing. I'll give you an example – I just went to a fabulous reunion recently with a bunch of my colleagues. There were 500 of us there and I was just in my element, flitting from person to person, having meaningful conversations and catching up. You'd be shocked how many of them came up to me and said 'What? You didn't invent the term 'social network'? We read your newsletter, we see your blogs, you're up to so many great things.' So that's how most people are keeping in touch with me.

Jaime: I love that. That helps a lot. Okay, cool. So those gatherings are really, really important and are something that we can do too. You said you do this once a quarter in the previous interview, so tell me a little bit more about how we create that. All I was going to do was just invite some people to dinner, but do I pay for dinner?

Kelli: It's not that complicated. I'm inviting a select group of people out of my network, who are geographically desirable, otherwise it might take a lot of them to come, to have breakfast at a place where I regularly have breakfast anyway – it's almost like my office! And the goal is nothing more than to introduce long term associates of mine, who are pretty interesting people, to each other and see if anything comes of it. But we're going to have a fabulous time, so I can tell you that.

Jaime: How do you host it? Do you just invite them? Do you do anything where everyone introduces each other?

Kelli: I introduce each of them and how I know them and then we'll have a topic that's common enough and relevant to everyone and we'll talk about that. People get to know each other and at the end we'll exchange business cards and who knows what happens from there?

Jaime: Okay, good. I'm going to have to do that.

Kelli: But I pay for the breakfast.

Jaime: That's what I was wondering – because if you invite all those people.

Kelli: I keep it intimate. Maybe it's 10-15 people, tops.

Jaime: Nice.

Kelli: And it's once a quarter so it's not a big drain on my time.

Jaime: Do you find that breakfast is better than dinner?

Kelli: It's my personal preference. I like to have my evenings to myself. I go to evening events when I need to but I much prefer to have that time to myself.

Jaime: Do you do it during the week?

Kelli: Yeah, during the week. They want time with their families in the evening as well and I don't want to intrude on that. Almost everyone is willing to come in the morning.

Jaime: Okay, I really appreciate this, because I was planning on doing dinners and trying to find a day to do it was a pain.

Kelli: If you want, I can share couple of other ideas about things that I do to connect people. I involve colleagues in my projects. I've had a very successful radio show for the past three years. It's reached over a million listeners and I regularly interview peers in my network as guests on my show. They're honored and excited to participate, I promote whatever it is I'm working on, I promote it to my network and they promote it to their network and everybody wins. In the meantime, the content becomes very valuable to my listeners. Another example – you can help people to network by sharing and commenting in their Facebook and Twitter feeds and it just makes them feel good and it reinforces the relationship – especially if someone you know is going through a difficult time, offering to make select introductions to relevant contacts in your networks takes very little of your time but it means the world to those colleagues.

Jaime: So it's about knowing what everyone else is doing. Like my friend just came out with a book so we did book stuff for them. You mean just paying attention and helping them where they're at, at the time.

Kelli: Yeah, whether you notice it or they bring it to your attention. Any little thing you can do – one simple connection, one little endorsement, could make the difference to them that changes everything and that's what reinforces long term bonds.

Jaime: How do you put those sorts of things in your schedule? Do you do one every week?

Kelli: I don't do it. I just look for opportunities, it's just another thing that only takes a minute or two of my time. It's no big deal. I don't even think about it. It just takes a minute. Whether it's an opportunity, a speaking engagement, a job, a board opening – letting select contacts in your world know about it, who you think would be a good fit, again, creates multiple roles.

Jaime: So I have a book signing and I invited my friend but I felt kind of weird inviting my friends because they already have my book and I don't know if they want to go or not.

Kelli: Right – they might just be like plants in the room.

Jaime: Exactly. I was like 'I'll invite some of the millionaires and that will make it cooler.'

Kelli: That's exactly right. My final tip for the time being is – go to those reunions and those gatherings and those conferences and networking events. Get out there, get out of the house, get into the game with colleagues – it's an opportunity that's being created every moment. You might find your spouse there, you might find your next job, you might find your next client, you might be interviewed by someone, you just don't know – you've got to get out there. There are some great platforms for reconnecting and reengaging, creating new connections and basically just remaining visible for fresh opportunities.

Jaime: Do you have any tips on that side? Because I definitely do some conferences but how many a year should I be doing and do you know of any cool ones? I know it depends what business you're in but do you know of any cool ones?

Kelli: I can't answer that specifically. It's going to be different for everybody.

Jaime: Can you name three conferences that you've been to that you've really enjoyed for your own business?

Kelli: I speak and moderate a bunch of panels at some of these conferences. One that's a fairly new one that's relevant specifically to me is run by a long-term conference organizer colleague of mine is called Digital Entertainment.

Jaime: Cool.

Kelli: So that was fabulous. It was at the end of February in Los Angeles. Some of them you have to be invited to, like TED, the big TED conference, which I've attended many times. Those are things that are relevant to me but wouldn't be to the garden variety person.

Jaime: But you got invited. I think that might be a piece to highlight also. Most of the conferences everyone is going to are the ones where you buy a ticket, pay money, you can go, but you're getting exclusive, high level stuff. Is it just because you know the people and you got invited?

Kelli: Yeah, it's people that I know and because of the value I add and the clientele I have. Referrals that people make on my behalf.

Jaime: Nice. How many conferences do you go to in a year?

Kelli: It varies. Some years I'll go to as many as eight and some years I don't go traveling that much or I'm doing other things that aren't relevant so maybe four or five, something like that.

Jaime: Okay, exactly. Because it's not like you're going to every single one.

Kelli: It's just a fine balance between saying yes to everything and weighing how a certain conference is going to benefit you.

Jaime: I think that's huge. I think these tips are really, really good. There's never enough time, right? Everybody is trying to make decisions on what's a big priority and what isn't. It's really interesting. But I love that you're saying that these are really important because I think sometimes people assume they don't need to go for coffee, 'What's that going to do? I don't need to do this,' but it is about prioritizing the things that are most important in your business and connections can be a huge

thing in your business but sometimes they get sideswiped and we don't think about them that much. Thank you so much – we're going to put all of this into an action guide and what I want everyone who's listening to do is pick one of these to do right now – whether it's a 20 person breakfast or you go and write an endorsement for someone who you can help network right now. We'll put them into the action guide – start implementing them into your schedule just when they come up, then you can be a super connector. Probably not to the level that Kelli is, but close – that's what we're trying to do. Thank you so much for coming on the show today, Kelli. Where can we find more about you online?

Kelli: Really the best place to go is my website which houses everything I do – allaccessgroup.com

Jaime: Beautiful. Thanks so much. You have a whole list of resources and articles that are kind of what we were talking about today, so if anyone wants to check that out, just go to allaccessgroup.com and then click on Resources. Thanks so much for coming on the show today, Kelli.

Kelli: It's my pleasure, Jaime.