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- Jaime: Welcome to Eventual Millionaire. I am Jaime Masters, and today on the show, we have back my very, very good friend who I think has been on the show almost more than anybody else, Matthew Pollard. You should definitely check out his brand new book called *The Introvert's Edge* for networking, and he is brilliant at it. Thank you so much for coming on the show again.
- Matthew: I'm excited to be here, Jaime. It's always my pleasure to be on your show, and I'm sad to hear there might be someone that's been on the show more than me, but I'll let that go.
- Jaime: They weren't as good as you, so does that make you feel better?
- Matthew: That does. Thank you. **[Inaudible] [00:00:31]**
- Jaime: A little bit of flattery goes a really long way. Is that one of the tactics in the book that maybe we should be talking about?
- Matthew: Yeah, maybe. No, not so much. I mean, you and I go way back now. Can I say that? You're one of my longest American friends.
- Jaime: Really?
- Matthew: So, I think say that you and I go way back. But you know, I think that the book on networking is really about meeting someone you have never met before, which introverts really don't like, so that's why I really wanted to make sure we focused on that topic.
- Jaime: Well, it's funny. I – maybe I told you this. I can't remember, but one of my very first networking events for business, my mentor made me go. It was 400 people. I talked to one person. I looked around like, "Uh –" I got my food. I sat down. I literally – I went home and sat in the car and was like, "I suck at this." Which now, I like it. But I sucked so horribly bad. I told myself that I was never, ever going to do it again.
- Matthew: Yeah, I think everybody does that though, right? I think that the problem is that people see networking as this event that they go to, and then they're supposed to perform. There's nothing they can do to aid their success before they go. I mean, you see this happen. I mean, with introverts especially, they'll put it in their schedule, mainly because they've had a life event, like they've lost their job or they've realized that perhaps don't have enough clients to get through the year, so they're like, "Okay, I need to go networking." So, they book the event into their calendar, and then they ignore that
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it's coming up, and then all of a sudden, they get this reminder on their phone or their computer that they gotta go.

So, they'll spend 15 minutes fighting with themselves about whether or not they have to go, and then they begrudgingly get there. And when they arrive, funnily enough, it doesn't work out the way they expect. Well, these days, that's crazy. I mean, there's so many things. I mean, I talk about there's 90 percent of the success that you're gonna have in the networking room is about what you do before you go, yet what happens is most people just go. They don't know who's gonna be in the room. They don't really have a planned out thing to say, so then they get there, and they [inaudible] [00:02:25].

I mean, to me, it's like walking onto a basketball court having never – don't know the rules, never played before, and go, "Why did that not work out? Maybe I was just never meant to play basketball." Of course, it was going to be hard. You didn't know what you were doing.

Jaime: So, if I prep enough, then everything should be fine is what you're pretty much saying.

Matthew: Actually, if you prep enough, then you'll outperform everyone else in the room. I mean, you think about the people that are in the networking room, they kind of fit into two categories, the way I see it. You've got – you know those – I call them transactional networkers, those people that are walking around like, "Will you buy from me? No? Will you buy from me? What about you? Do you wanna buy something from me?" And everybody doesn't wanna be that person. So, because of that, introvert and extrovert really, they kinda look at the average person networking like that, and they're like, "I'm not gonna do that, so I don't wanna do anything salesy."

So, because of that, they kinda have these loose conversations that don't really cover anything, and then they walk out with all of these business cards that these are their new friends, right? But they've already got enough friends. They don't have time to catch up with the friends they've already got. So, because of that, they throw the business cards on the desk and say, "Oh, I'll email them later." Then, they convince themselves that, "I'll talk to them if they reach out to me," and then eventually, they end up in a draw and nothing ever happens. So, then they say, "All networking doesn't work."

Well, the truth is, it does work. They're just doing it wrong. The problem is that most people go to the wrong networking events or they say the wrong things. And in truth – I see – I mean, the same thing happens in digital media, but when you think about networking and the way people explain what they do, people struggle to explain in two to three minutes when somebody is politely listening to the value that they provide, and then when they move online, they're surprised that nobody is interested in what they do, so they get forced into that transactional spare meal LinkedIn, "Do you want to buy from me? Do you want to buy from me?" out of desperation.

It's the same thing. I mean, if you can't be the clearest, you have to be the loudest or you have to go to the most networking events. And you know, for me, everything that I do is about, "Okay, what can I do to increase my effectiveness?" And it comes down to making sure that you go to the right places, but I mean, if I go to a meet up group, I wanna make sure that I know who is going.

I mean, these days, in this digitally connected world, you can see all the profiles of all the people that are going. Why would you not look them up, introduce yourself before you go so when you go to networking events, you have a lot more pre-planned conversations as opposed to walking into that person that says, "Oh, I sell insurance," and now your eyes are screaming, but you can't get away because you've got to listen to them because that's what you're supposed to do at networking events.

Jaime: Okay, I have questions about that because whenever I go to conferences, it seems easier for me to actually find the list on Facebook or the list of speakers or anything like that. But for regular events, can you find a lot of networking events locally – not that there's that many right now at the moment. But you know what I mean – locally, network events where they'll list without – with seeing profiles?

Matthew: Yeah, absolutely. So, I spoke at an event in Melbourne, Australia, right? So, because of this, right now I'm speaking at a lot of Australian events to try to help their economy as well because they've been – Melbourne had a three-month lockdown, and so because of that, I spoke at their event, and it was advertised on meetup.com, and because of that, my team connected with all the people that we thought were great people for me to connect with afterwards, well before I even went, with a structured message.

You could say, if you're going, meetup.com provides the LinkedIn profiles a lot of the time, the Facebook profile of people that are going. A photo so if you just paste the name in, you can kinda figure out who is coming. But even a lot of groups that a lot of local events have a Facebook group, and because of that, you can go to their Facebook group or their Facebook page, and you'll see that there's a photo with a whole bunch of people tagged in the photo, so from that, you can then look at the people that are going and work out who you're gonna speak to.

Actually, there was one event that I went to that I actually met one of the senior directors from Dell, and I found out by just searching his name that he was really into Peloton, so I brought up Peloton bikes. I'm not interested in Peloton. I just brought up their marketing strategy, and then he talked about how much he loved Peloton bikes for half an hour, and that then allowed us to create this great bond because I listened to him talk about Peloton. I didn't even need to really engage and say much about them, but because I brought up something that was interesting to him, all of a sudden, he felt like we had a strong relationship.

Now, of course, if you invest in people, you need to know what to say when they eventually go, "Oh, my gosh. I can't believe I haven't asked you what you do or what you're interested in. Tell me about yourself." You have to know what to say. It's not just about doing your research on who is going. You have to plan what you're actually going to say. But yeah, you can absolutely find anyone you want these days by working out what events they go to and then finding them that way and then going to events where they're going to be or deciding, "Well, my ideal type of customer is this type of customer. This is where they frequent."

Now, let's connect with them beforehand with a, "Hey, I've never gone to your event before. I noticed that you're in one of the photos. Would you mind just sharing a little bit about whether the event is great and whether I should come along." Now, they're going to sell the event that they love, and you're going to be the person that they go, "Oh, I've been dying to see you. I was hoping you'd come. Let me introduce you to some people."

People make networking too hard because they go into a room of people they don't know, and then they are scared, and they don't know who to approach, so they end up walking up to one person, sitting down with one person, and that's the person that they hug

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onto for an hour and a half, hoping that no one else talks to them.

For me, I go by myself, as you know, and I make sure that there are a couple of people I already know to speak to, and if I really can't do that, I make sure I go to an event where my ideal customer will be so that a lot of my dialogues, a lot of my stories, and a lot of my jokes, will land. Because as an introvert, I'm less organic in my conversation if I'm talking about things I don't know well or if I'm buying into things or conversations that I'm not usually having conversations about. But if I'm talking about a niche or talking with a niche that I know well, a lot of the things that they care about, I know really well, and because of that, I can generally dominate the conversation.

Jaime: Dominate. So, you really become an internet stalker is really what you're talking about. Will these people be upset if he knew that we were doing the Peloton, finding out that he did Peloton or something like that? Is that weird? Are you cool with people? I mean, you're telling everybody this right now, so I'm assuming he's going to be okay with it, but I –

Matthew: Well, it's in the book as well, so I'm sure that we –

Jaime: So, he must be okay with it.

Matthew: Yeah.

Jaime: Whew. But doesn't that make sense? So, I love the idea of that. What's the best way of internet stalking someone to find out some of that stuff though too, right? So, it was creepy. So, you know Neville Medhora. When I first met him in person, he was like, "I'm gonna stalk you online." And he found so many different random things. I never really Googled myself before. I didn't realize there was old photos from 10 years ago. It's kind of weird and creepy. So, what do you pay attention to? What do you not pay attention to?

Matthew: Well, don't be weird and creepy is the first thing. I think you're –

Jaime: No, I'm done.

Matthew: So, the thing is, I like to just go in with a plan, right? Actually, so one of the things that I, an example I give, is I'm not sure if you've ever seen the movie Hitch with – so, Will Smith in that movie is exceptional. He gets called out for being the date doctor. He says,

“Don’t you ever think that a guy walking up to a girl – he’ll be nervous – he might want a plan.” Well, because of that, I like to think the same with networking, right?

When I walk up to someone, I’d like to know enough about them. I didn’t sit there and look at every one of his photos. I just quickly skimmed and went, “Oh, he’s interested in Peloton.” That’s it. Now, when I did that, he had a public profile, and I think people these days that are very private put their profiles on private. For me, I have a very public profile, and I do have a private profile for just really close family and friends, and if somebody started talking about the stuff they had saw on that, I’d be like, “No.” But you can’t access that, right? But the thing is that – I’m not talking about completely researching them.

Like when you go – I’ll give an example. So, I went to an event that was run by the AAISP, the American Association for Inside Sales Professionals. And before I went, what I did was I connected with a couple of people that I thought that I would want to meet. Now, what I did was I connected with this group of people, and a couple of them had won awards. A couple of them were senior VPs in large companies.

Anyway, so I connected, and literally, I walked past one person, and his face looked familiar. That was it, and we then got started about having a dialogue, and then I realized who he was from the brief research I did, and then we started to talk about North Carolina because we both lived there, and we built up a really great dialogue. Now of course, I did know that he worked for IBM. I did know that he’d posted a couple of articles around a specific topic on LinkedIn. I did know that he was part of the association. He was award-winning. And I knew a couple of things that he was interested in.

So, once I realized who he was, I could bring those things up in conversation, but when you walk up to someone, they’re like, “I researched you. I looked at that photo of you and your daughter, and it looked amazing. You guys looked so cute together.”

Jaime: Okay, don’t do that.

Matthew: I’m like, “Oh, settle down.” But if you happen to be really interested in a specific topic or you bring up a topic, somebody’s not like, “Oh, you researched me, and that’s terrible.” Right? So, there are ways to do it. Like I don’t think any girl doesn’t type in

the name of the person they're going on a date with to find out that they weren't in prison last year or that they at least are – there's nothing scary that they should know about them, right? So, there's a good way to do it and a bad way to do it, but in truth, the thing that I'm really looking for is who are the people that are in my specific marketplace?

So yes, you – totally with the person with Dell, I didn't look and check what he was into because I wanted to develop a stronger relationship with him, and he wasn't really in my niche. I was trying to get sponsorship for Small Business Festival, which is the totally different thing that I do to just help the small business community. But normally, my ideal customer is the introverted service provider business owner. So, when I'm speaking to the introverted service provider, I don't really need to do a lot of research.

But when I walk into a room, I need to know that usually, if you think about introverts, a lot of time, they gravitate to very professional industries, highly complex topic matter, or things like writing. So, because of that, if I look at a bunch of profiles and I see that somebody's a ghost writer or somebody's in finance or somebody's a managed service provider for a technology company, and they own their own business, then those are the people that I'm going to reach out to.

Now, if I look at – now, there are different types of profiles, right? So, when I'm looking on LinkedIn, that's a very professional platform, so when I'm looking on LinkedIn, I can get a good sense of what that person wants their professional world to see. When I'm looking on Facebook, if it's public – I mean, they can make them private. If it's public, they probably don't mind who sees it. If it's on Instagram, they probably don't mind who sees it.

But again, you don't want to walk up to a person at Dell and go, "I heard you were really into Peloton." You want to start talking to them about the fact that, "Thanks again for recommending that I come to this event. I'm so glad that I did. And it was great to actually finally meet you." And then, in conversation, something might come up, and you say, "Actually, I'm not sure if you've seen the Peloton ads. My wife and I are thinking about getting one for the house." Now, you've got your 30-minute dialogue. Right? Now, that's –

Jaime: That's amazing though. That's a segue – that's a unique skillset for

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you. I know you're a master at that, but for most other people, they're choppy and awkward when it comes to trying to land some piece of information, maybe because they're overthinking it or something like that. So, do you have ways that we can do that instead of walking up and being like, "Hi." You know? There's a lot of nuances to it that I know you know about.

Matthew:

Yeah, absolutely. So, I think the first thing is that people have to stop getting stuck in their head and realize, especially as introverts, that our super powers are actually what gives us an advantage. Now, being interested – I mean, everyone talks about in networking being interested, not interesting, right? Well, that is true, but the thing is that most introverts are always trying to work out how to be more like extroverts in networking events, so they're trying to be interesting. But the thing that makes an introvert great is their ability to listen and empathize.

So, what's your one question in – now, of course, if you don't have any intro dialogue where you talk about how to bring up and have initial conversations, but if you've connected with someone beforehand, you've already had a lot of the dialogue. For instance, if I was to talk to someone or connect with someone on LinkedIn and say, "Hey, I'm thinking about going to that event," and I say, "I noticed that you frequent it. Is it an event that you feel like it would be a great way for me to connect with the small business community?" they're going to say, "Well, yeah. It's a great event for that."

I mean, one of the things that I did when I first came to Austin, I mean, I moved from Australia to the US, if people haven't realized that I don't sound like I'm from the US. I'm from Melbourne, Australia. When I moved, I left everything I knew behind. I mean, I had family and friends there that – and a connection – I had a pretty good network, actually, but it was all people that I had kind of awkwardly networked my way to success because of my success in business. And when I moved here, I literally had to start again, and I mean, my wife is more introverted than I was, so us going out and hanging out with people was not something that we both wanted to do.

I went out to create a business, to create those relationships, so I was leaving my wife at home to go and do these things. So, I had to really think about the groups that I wanted to go to and knowing that my passion was really helping the introverted small business owner, I decided that what I would do is I would connect with

people that I thought were really big supporters of the small business communities.

And this is another really important point, before I get into this, is anyone that thinks that the reason for going to networking events is about finding customers is fooling themselves. If you go to a networking room to get customers, of course, the goal is that eventually you'll get clients. I get it. But again, you're not trying to sell it in the room, and if somebody brings up – like if you say, "Oh, I do this," and they say, "Oh, my gosh. I need that," you shouldn't sell to them in the room because if you do, what will happen – and I do this with my clients all the time.

I'll get them to role play what they're saying, and I go, "Oh, my gosh. I need that. How do I – how does that work?" And excited because I've given them the question they've been dying to hear," they'll say, "Well, actually, this is the process," and then I'll go, "Oh, Bob, so great to see you. Thanks for coming." And I'll interrupt them and that's going to happen in networking rooms all the time. So, you want to turn that into a separate conversation.

But the real people you want to meet are what I call momentum partners and champions. Now, a momentum partner is somebody that believes in your work and values your work and is willing to introduce you to their network because they believe it is a mission and a purpose that is deserving of their introduction, and you will do the same for them, not in a, "Let's sign the agreement. I'll give you a lead if you give me a lead," but in a way that both of you just believe in each other, and you share introductions. That is a relationship that is so valuable.

I talk about Judy Robinett in the book and how – actually, I introduced you guys as well. But Judy and I have been momentum partners for as long as I've been here, and she believes in my stuff, and she introduces me to podcast interviews all the time, and I'm always introducing her because of that, it's such a great relationship, but it happened because I met her, and she – I sent her a few introductions. She sent me a few introductions. We just happen to have been doing it now for going on six years.

Jaime: Six years.

Matthew: Now, a champion relationship is different. A champion relationship is someone that's high-level that sees value in your work and is willing to suggest it, endorse it, and give it credibility.

So, when you go to networking events, those are the types of relationships that you're really looking for. Otherwise, you're always just trying to get those transactional sales, and that's what you need to get out of.

But being interested in these people is the key, right? You ask them questions. You can do some research and know who they are, and when I go to these events, I will connect with people and say, "Hey, I'm really interested in supporting the small business community. Is this an event that really has the heart of small business in mind, or is it just a general event? Because I really want to decide whether it's the right event for me to come to." "Oh no, this is such a great event for small business for anyone that wants to help."

Now we're having a dialogue about the mission that I'm on, and that allows me to have a conversation when I get there and say, "You know, everyone I'm speaking to is so passionate about helping small business or so passionate about growing their small business. I'm so glad, Jaime, you recommended me coming." And all of a sudden, we've now got a conversation we can have that's not, "Oh, hi, I'm Matt. We've already had a preexisting dialogue."

Jaime: Okay, so question. Because one of my clients is asking for one of her new employees also. Because it's one thing if you're the business owner, but it's another thing if it's the employer going, "Oh, my –" they went to a networking event, and she said he did what she called circling, so she'd go – he'd go to talk to somebody, and then he'd bail because he was scared, and then he'd go to talk to another person, and then he'd bail, right? So, of course he needs to do his research, like we said. But when you're in that subset, part of it is confidence, talking yourself out – how do you sort of swing back around and work on that specific skill?

Matthew: Well, because we bashed people selling insurance earlier, I'm gonna use an insurance example, right? But the thing is that most people, the reason why they're backing out is they don't know what to say and they're uncomfortable. So, the first thing – I'll give you an example. So, I worked with a guy called Nick Jensen. He sold insurance, and usually, while I only worked with small business owners, he was super passionate about what he did, and he really needed a lot of help.

So, he said, "Look, I'd love to work with you," so we had a chat about what his passion was, and I'm like, "Well, you sell

insurance, so help me understand what the issue is. I mean, I can imagine it, but tell me what the problem is.” And he’s like, “Well, when I go to a networking event, I tell somebody I work in insurance, and I see their eyes scream and they’re staring at me like they’re a deer in the headlights going, ‘How do I politely listen for long enough that he doesn’t feel bad, but how do I get away to the bathroom or the bar, and how do I segue out of this?’”

And he said, “I just – I hate that. It just feels horrible,” and I said, “Well, help me understand. You got into insurance for a reason, right?” and he goes, “Yeah, I guess.” And I’m like, “Well, what is that reasoning.” And he goes, “Well, I just want to help people.” I said, “Okay, well let’s go deeper than that. If you could help someone that earns \$50,000.00 a year versus somebody that earns \$250,000.00 a year, the person that struggles to get by versus the person that’s got a bit of money but isn’t rich but has a bit of money, which one would you like to help more?” He goes, “Well, the \$250,000.00 one because I’ll be able to earn more commission.”

And I went, “That’s not really what I’m looking for, Nick. No one wants to hear, ‘I really want you as a client because I’m dying to buy a Bentley,’ so we really need to think about this and take a step back.

“Let’s talk about two people earning \$250,000.00, and let’s say, what about one person that really studied in high school, got into university, maybe they studied hard to get into Harvard. They got the top grades. They got that C-level executive job, and now they’re making \$250,000.00 a year, and they really earned that position there, versus the person that struggled to start their own business, has a few staff, and they grew it, and now they’re earning \$250,000.00 themselves. Which one of those would you want to help?”

And he goes, “Well, obviously, the small business owner.” And I said, “Why obviously? I mean, they’re both hustled. Does one not deserve help?” And he said, “Well, no, I just feel like they deserve it more.” And I’m like, “Explain that to me.”

And he said, “Well, my grandfather owned a farm, and he started this farm himself, and he ended up growing it and employing a bunch of people that he supported, but he didn’t prioritize his own health and his own livelihood, and what happened, he got sick, and he ended up having to sell the farm, and he ended up moving into a

little apartment where he – I literally just watched my grandfather sit on the couch watching TV, and he just died on that couch for the last 10 years.” He said, “So, I just – I feel like they deserve more support.”

And I said, “But your grandfather – you sell life insurance. He didn’t die. He just had a health issue. How could you have helped?” And he said, “Because of my passion for helping those people, I discovered these life insurance products where you can put money into them, your high cash flow – your money from the high cash flow business – into the life insurance policies, get high interest, and then you can rotate that into property investment.” He said, “So, that’s the way I would suggest that he would get help.”

I said, “Great.” I said, “What if instead of focusing on selling insurance to everyone there, you just focus on helping those hustlers of the world, those small business owners that have created something out of nothing, not end up in terrible retirements like your grandfather did? And instead of calling yourself an insurance salesperson when you meet someone, why don’t you say you’re the hustle lifeguard? Because if you sell insurance, people will go, ‘I don’t want to be sold insurance,’ but if you say, ‘I’m the hustle lifeguard,’ people want to put you in a box, right?”

“In our brains, we just mentally want to character – put people in categories because if we can’t, we need to understand, and eventually, we want to put you straight in the category so we can disqualify you, right? So, when you go to an event, just say you’re the hustle lifeguard. People will literally go, ‘What is that?’ and you then get to explain on their invitation instead of feeling like you’re jamming something down their throat that they don’t want to hear.

“So then, talk about your passion for helping the small business owners and that you’re on a mission to make sure that they don’t get stuck in uncomfortable retirements like your grandfather, and then share a story of one of your clients that you worked with that we created free for him that worked like that, or share the story of your own grandfather and how he got stuck and how you just don’t want to have anyone else get to a problem like that.”

Well, what he found was as soon as he started talking about that, then even the people that weren’t in their own small business, they were like, “Oh, my gosh. I want to work with you,” because they, “How do I get this guy’s passion pointed at me?” But the small

business owner saw him as the only logical choice, but what was interesting is as soon as he knew how to say everything about what he did from, “I’m the hustle lifeguard” to the mission and passion statement to the story, all of a sudden, he felt more comfortable approaching. The second thing is most people think they need to go in and say something and make it all about them straightaway.

So, for me, knowing who I’m going to speak to is helpful, but striking up a conversation and making it about them makes it so much easier, “What drew you to this event? Why are you so interested? Tell me a little bit more about what you do.” Offering them some advice and some guidance or just being their cheerleader. Maybe they just won an award and they’re really happy about something and cheerleading for them or having a dialogue about something that they’re interested in but fostering the relationship with them by asking them questions.

Now, don’t get weird with your questions, you know, if they’ve got a daughter, don’t ask, “Is she 16? Is she into this?” Right? That’s an awkward type of question. But be interested in their career. Be interested in providing them advice or be interested in just being excited for them. And what you’ll find is there will be a transition.

Now, introverts, if they can go in and be interested, as opposed to feeling like they have to tell somebody what they do, there’s this mental shift that happens, and all of a sudden, they’re going in, and they’re allowed to use their empathy and their active listening skills and their ability to ask great questions. All of a sudden, they feel much more comfortable engaging because it’s not about them.

And then, what will happen is there will be this turning point where somebody will be like, “Oh, my gosh. I didn’t even ask you about you. What is it that you do?” And then you say, “I’m the hustle lifeguard.” Or, “I’m the rapid growth guy,” and then, all of a sudden, you then get to have this dialogue with them with someone that genuinely cares because you genuinely cared about them.

Jaime:

Yeah, I had to string along a lot of that. Too bad your book wasn’t out a long time ago because I feel like I would write down some of the questions that you just said, like, “Oh, what brought you to the event? Blah, blah, blah.” Like I would make that list because I would freeze as soon as I’d be put on the spot, and I also turn bright red, so that’s always fun too because people are like, “What the hell is wrong with you?” Right?

So, I always tried to prep as much as possible just because of those things. But I realized that I sucked at a lot of those other chunks that you were talking about. So, when they turned it back on me, I didn't know what to say, so each one sort of has its own separate skillset that needs a lot of practice though too, right?

Matthew:

Well, you know, it's interesting. So, when I wrote my first book, which came out in 2018, I had people reach out to me and they're like, "Matt, your book changed my life." I'm like, "Oh, great, so you now have a solid sales system that you use all the time." "Well, no, I don't really have a sales system like you kind of highlighted yet. I'm going to get to that, but I haven't yet." I'm like, "Okay, so the story – I tell you, you should start with a story because that's the most important. "So, what stories are you telling now?" "No, I don't really have stories like what you kind of highlight."

I'm like, "Well, how exactly has it changed your life then because you're not applying any of it?" "Well, just knowing that I can sell as an introvert is life-changing." "I'm like, okay, but that's not the full journey for me. I want to get you to life transformation, not just knowing that you can." And I think that this is even more important when it comes to networking.

Like when I do podcast interviews, quite frequently, people will say, "There's no way that you're introverted. You can just – you're happy to have conversations. You're happy to laugh and joke," and I'm like, "Yeah, but I've spent a lot of time practicing." The first times that I did interviews, I read all the show flows that people created for me. I listened to a couple of shows beforehand. I looked into interpreting some of the weird questions that they ask and how I would answer those, and I really practiced. It's the same when you go to networking.

Now, firstly, when you first go to networking events, reduce the variables, right? Go to networking events where you can research the people going in. Eventually – I mean, now, I don't care what events I go to. I'm fine. I'm rock-solid, but when I first started, walking into a room was terrifying for me. So, when I first went, I went, "Okay, well there are events that I can't find people that are going, so I won't start with them. I'm going to go to the events I can find the people that are going. I want to make sure that I know who I'm speaking to," and then I would literally walk around the room like I was going to the bathroom, then I was going to the bar,

then oh, I got a phone call. I'm just going to quickly go outside.

Why? Because I haven't found anyone yet. And then, I'll walk back in the room though, and then eventually, I'd run into somebody that I had connected with in social beforehand, and we'd have a dialogue. Actually, Tom Singer – who you and I both know – Tom Singer was one of those people that I had connected with beforehand, and we ended up having a dialogue, and he introduced me to a whole bunch of people in Austin, but that was because I went to an event – I knew he was going to the event. I had a dialogue with him beforehand. He then introduced me to some people, and then I knew everybody.

But the thing was that that reduced a bunch of the variables, but still, I practiced what I was going to say. So, one of the things that I always highlight is that you want to turn networking into more like the movie *Groundhog Day*. To everyone else, it feels like they're having an organic conversation, but to you, it feels like you're having the same rehearsed conversation over and over again. Now, if you go where your niche is, it's much easier, but my friends will always kind of laugh at me. When I was dating, I used to use the same stories and the same jokes because I found that they worked. For me, I found that I didn't like variables.

So, when you go into a networking room, it's the same thing. You want to make sure that you have a couple of conversation starters that you use all the time if you can't use researched things to start a dialogue. You want to make sure that you ask great questions about them, but there's seriously maybe 10 questions that I ask on a regular basis, right? That's about it. Then, what I'm very good at is listening, like every other introvert, and empathizing. So, I stop thinking about what I'm going to say and when I'm gonna get to talk about me, and I just focus on them, and I ask them great questions. I give them great guidance if I feel like I can add value. I suggest introductions that I feel like they might benefit from.

And by the way, if you feel like you don't have connections and introductions that would be valuable, everybody has a cousin that works in a high-level corporation or a mate that started a new podcast, and if the people that you're speaking to, a lot of times, will just appreciate that you're trying, or a lot of times, those introductions will actually be welcomed, and eventually, there will be a turning point where they ask, "What is it that you do?"

And if you say, "I'm a business coach." "I'm a branding expert."

“I’m a sales specialist,” they’re gonna go, “Oh, I tried that before. It didn’t really work for me, and now you’re having that awkward conversation, or “Oh, I want that. How much do you charge?” And now you’re talking about price. When you use what I call a unified message, which is saying, “I’m the hustle lifeguard,” it changes the balance for two reasons. In marketing, we kind of learn about hook statements, which are those things that kind of get your attention, that draw people in.

You see them on billboards all the time. You see them on Facebook ads all the time. A unified message fits that exact same thing. It’s vague enough to intrigue people to go, “What exactly is that?” And that then gives you the opportunity to talk about your passion, your mission, and your story. Now, you should script that out. You should practice it. You should rehearse it.

And by the way, if you think that’s gonna make you sound rehearsed, think back to your favorite movie. One of the people that Jaime and I both know – I think our first interview together, we did – was it Alex Murphy’s office, right? And when I asked him this question – because he was all worried about being scripted. I said, “What’s your favorite movie?” And he said, “Oh, *Gangs of New York*.” He just loved that movie. And I said, “Oh, Leonardo DiCaprio. He’s fantastic in that, right?” He’s like, “Yeah, he just embodies the part. He’s amazing.” I’m like, “You know he’s reading from a script, right? He’s not really that person.” And that’s the difference.

If you read a script, you sound robotic. That’s why we have all these telemarketers that call us at 8:00 at night that we hate hearing from. But when I go to a networking event, just like when I’m on this podcast now, a lot of the things that I’m saying, I’ve rehearsed many, many times before, but now I’m telling you that I’ve rehearsed them, maybe you’ll go, “Oh, wow, it does sound a little bit more contrived,” but up until now, I hope you think it feels like a very organic conversation. You can rehearse it so well that by the time you get to an event, it seems organic.

And what I find that works best is to think through all the things that I’m going to say, and of course, my book shows you how to do that, but if you don’t have my book, you can absolutely do it on your own. Think through all of the elements of a conversation, and think through some of the things you’re going to say, and then practice those elements.

Then, ask your friend – and I’ll say, “Jaime, you know I’ve gotta go to a networking event next month or next week, and I’m super stressed out about it. Would you mind being the worst networking person I could ever have met in a room and heckle me, act disinterested, do whatever, ask me weird questions, try and catch me out.” And whatever Jaime catches me out with, I’m gonna write that down. I’m gonna say, “Thank you.” I’m gonna write it down. I’m gonna practice the response to that so I have it ready.

By the time you go into that room, you should be miles and miles better than you are today and you’ll be well-prepared. Of course, there are still gonna be things that catch you out, but the chances of that happening are a lot, lot less, especially if you know who’s going and especially if you go where your niche – for instance, with Nick, he knew the small business owners were his clients, so he only went to events where small business owners hung out.

Jaime: See, it’s like having a set list, right? Or you’re a comedian, and you’re like, “Oh, that joke didn’t land. Let’s try this.” There’s nuances to everything too, but you don’t need to know everything all the time, and I think that’s what’s validating and helpful for what you’re saying too. I remember doing a networking event, and I’d be saying a story that I know the guy over there had heard the same exact story. It made me a little self-conscious, but it’s like I only had so many stories, right? But the more and more you do it, the more stories you have that some land and some don’t. You just don’t use the ones that don’t land over and over and over again, right?

Matthew: Well, absolutely. And the best way I can explain that is, for those people that are married, boyfriends, girlfriends, whatever, imagine the first time you told your story of how you met your partner. It was probably a little bit more bulky than it needed to be, and you realized that when you were telling it to people, and you were like, “You know what, maybe I won’t tell that part next time.”

And then there were other parts that you could just see, people lit up. And you’re like, “Maybe I’ll embellish on that a little more next time.” Eventually, it’s a theatrical masterpiece, right? You say this, your wife says that, you’re holding each other’s hands, you look at each other, and you’re like, “So, that’s how we met.” And it’s just this whole theatrical masterpiece that is well-structured to impress every time.

I only tell three stories when I’m networking. I use the same

stories. And even though I have better stories now, I still only tell those three stories because I've told them like 1000 times. I'm great at telling them. And learning another story would firstly be a lot of work, and secondly, it would potentially give me less results until I practiced it a lot more. So, what I always recommend is people always think networking is incredibly complex, and it is for a couple of reasons. A lot of people don't know who their ideal clients are, so they go to a networking room with anyone as your client, so of course, the scope of your sales pitch, the scope of the networking pitch conversation, needs to be so much broader.

So, that's more difficult. So, if you limit your marketplace – and I know that sounds counterintuitive, especially for those people that are listening and they're like, "Oh, my gosh. Any customer is a good client." Trust me. It will speak just as much to the clients that are outside your niche as what you're currently saying in a really disjointed, horrible way. But for the people that you have that are in your niche, you will be the only logical choice, and everything you will say – I've had people turn around to my clients and say, "Oh, my gosh. It's like you're reading my mind" as we're having this dialogue. That will happen with your niche more and more with practice.

But the key is understanding that for an extrovert, they can just go out there and wing it, and they will a lot of times have great dialogues. Now, I didn't say they'll have great success, right? It's actually really interesting, but a lot of extroverts – I always say that introverts will outperform their extroverted counterparts at networking, at sales, at public speaking, and the reason for it is you get a public speaker that's an extrovert, and you say, "I love that presentation. I want you to do the exact same thing for that group." They can't do it. You get an extrovert to go to a networking event and say, "Okay, so go and get leads." They're just happy to be talking.

So, for me, I'm having a methodical conversation where I'm literally in my head following a blueprint that gets me to an outcome, which is a follow-up meeting, a follow-up conversation. By the way, you have to have in your plan the step to follow up and agree on that before you leave. Not, "Do you want to buy from me?" but a plan to follow up with them or a plan to have a follow-up meeting or a plan to send them stuff because you promised them an introduction or whatever. But you need to be following that methodical process.

You know, the amount of times I'll sit down with an extrovert and they're just excited that they had a positive conversation, but they didn't exactly get what they were planning out of it because they had no plan. For me, I always got to the end, so for an introvert, you have a huge advantage. With planning – yes, of course, planning takes time, but planning means that when you go to a networking room, it's not uncomfortable anymore. You know, my back story – and I'm not gonna tell this story because if you go back and listen to our first podcast interview, you'll hear it.

But my first entrance into sales was 93 doors of rejection before I made my first sale. I was super introverted, super uncomfortable. It took me six weeks to become the number one salesperson, teaching myself how to sell watching YouTube videos. And everyone's like, "Oh, my gosh. He spent eight hours practicing, eight hours in the field, sixteen hours on the weekend. That was horrible. I wouldn't want to do that," and I wouldn't wish it on anyone, but it was six weeks, and I've benefited from it my whole life.

I'm not talking about months of practice. I'm talking about for networking, it's actually much simpler than sales. But I'm talking a couple of hours over the course of a couple of days once you get your strategy right, and you'll do amazingly well. And the best thing is, once you've realized – and this is kind of the thesis of the book – is the reason why you're terrible at face-to-face networking is the reason why you've got to work so hard online to get attention as well because if you can't be clear face-to-face when somebody's politely listening to you for three minutes, what hope do you have online?

So, what's really interesting is the whole goal of my book is to get you to master networking in the room, so you never have to go back to one unless you want to because that same strategy works incredibly well in social selling, in virtual networking, and just in plain digital marketing, applying all those tactics that people spend way too much time doing because they don't have clear messaging.

Jaime:

Okay, you knew where I was going because it's more mask-to-mask nowadays than face-to-face. So, when it is online – so, let's say for somebody that might be mask-to-mask or quarantine or whatever, how do they practice it online when they don't get as much visual cues and people just ignore you? Do you have a strategy for the online networking side?

Matthew: Yeah, absolutely. So, firstly, the way a lot of people know it is not the way it is. Ten years ago – okay, fair enough, online was just websites. Now, then they introduced social media, but there are a whole bunch of portals now. I mean, there’s a portal for networking called Lunchclub, where it sets up all these random meetings with people that are aligned with your likes and dislikes, and because of that, you can actually do regimented networking. You say who you’re trying to meet, they say who they’re trying to meet, and it does this matchmaking, and it does a lunch every day with somebody new.

The other thing that I have seen work incredibly well is going to a virtual networking event where they do what they call a networking roulette, where they have a whole bunch of people that meet for a few minutes here and there. The other thing that I will always recommend is a lot of conferences these days have the people that are attending eth conference still advertised, and they suggest catching up for 15, 20 minute meetings in all the breaks and retreats.

So, what you can do is you can connect with those people over LinkedIn and say, “Hey, I’m looking forward to meeting you at that event” – sorry, “I’m looking forward to going to that event, and I saw you were going as well. Would you like to catch up for a 15-minute coffee during the event during one of the breaks? So much easier. BNI is another great example. BNI. BX is another one. These networking clubs that have now gone virtual, and they give you infomercial time.

Now, of course, if you don’t know what to say, it’s pointless going. But if you go and you know exactly what to say and you get to introduce your unified message of passion in your niche – in a BNI example, you’re not going to get time to tell your whole story, but you’ll get an opportunity to give them enough about your passion and mission so people will ask you more questions later or reach out to you if they can see that you’re aligned with what they want to achieve.

So, networking is not just – and for the people that are doing this, LinkedIn is not just blank pitching people on LinkedIn saying, “Hey, would you like to meet up for a 15-minute coffee?” It’s not, “Hey, would you like to buy my product? Would you like to meet for a 15-minute coffee?” And it doesn’t matter if you say, “Hey, how you all going with COVID? I hope you’re all okay. Hey,

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would you like to meet up for 15 minute coffee?” either.

Jaime: It’s so horrible. It’s so horrible. Yes.

Matthew: **[Inaudible] [00:40:31]** So, one of the things – I mean, I’ll give you an example. My book is launching, so I’m trying to get on a few more podcast interviews, right? And I don’t happen to know every major podcaster out there like you do, Jaime, but for me, I’m trying to get on a few podcasts, so one thing I had decided to do – and again, make it about them. So, what I did is I connected with a couple of podcasters, and I had a load on my LinkedIn already, and I picked up my phone – and by the way, the straight pitching on LinkedIn doesn’t work, but also, sending lots of text also doesn’t work. It’s overwhelming.

And in today’s world where we live in this world where we’re not getting to connect with people, LinkedIn Voice Memo is amazing. Firstly, for an introvert, video is horrible because I’m like –you can’t really do it right, but with voice memo, I can write a script, so what I did is I wrote out what I was going to say, and then I practiced it a couple of times with Voice Memo and just deleted the message because you swipe left to get rid of the message.

But what I did is I just reached out, and I said, whoever the podcast name was, “I’m so excited to be connected with you. I was actually just checking out your podcast recently, and I really enjoyed so-and-so podcast with this person, but I noticed that you had a predominantly small business audience, and I noticed that you had nothing really to support introverts, which I’m sure you know is probably going to be closed to 50 percent of your listenership.

“So, if it would be helpful, I feel like I might be able to provide a bunch of strategies that might really help them to get past their barrier of believing that sales, networking, and speaking is possible for them, which I think will really open them up to a whole bunch of the other episodes that you’ve created because you’ve got **[audio cuts out] [00:42:10]** speaking ones, but my worry is that people won’t listen to them that are introverted because they’ll feel that it’s just not possible for them, so if you’d like me to be a guest on your show, I’d be honored to help you to be able to achieve that success with your demographic.”

But by doing that, it was all about them and about helping them. Again, in audio it didn’t come – that was a lot of text. I can do that in 60 seconds, especially if I’ve rehearsed it, but in a text form,

that's a lot of words, so no one is going to read it. The next thing is – and Whitney Cole I know is an example that you and I both know Whitney. When she first came to me, she was struggling to get any clients, and I helped her realize that her unified message was the Mission Maven, and we focused on health tech companies. I mean, she was just writing a copy for everyone.

But then, by focusing, she produced great content and nowhere near as much content as those people with vanilla messages. Remember, you've got to work harder if you're not the clearest. So, she produced a little bit of content on social media where she'd just do some videos, a couple of posts, things like that, but she would also connect with people and introduce herself just as the Mission Maven so that people connected with that content.

But then, people would inquire, "What is the Mission Maven? Help me understand." "I specialize with health tech companies on the Mission Maven." Just little messages to introduce themselves and then let her content do the work but then check in and share pieces of content that add value to those people.

So, there are ways to connect. Voice Memo is my favorite because it gets almost that instant effect, but again, the No. 1 rule of networking – and I really want people to hear this. It's not about you. That is the biggest rule that I can give people in networking. Everyone's like, "How do I get to talk about myself? How do I get someone to buy from me?" If you add value to them or if you look for a way that you can add value to them in any form of what they do – even I've had people reach out and just let me know about something that they noticed on my website when they were checking out my stuff, and that led to a dialogue because I had to say thank you because I didn't know it was there.

There's lots of things that you can add value. Even if you think you've got nothing to add value, there's usually a ton of value that you can provide. And the biggest piece of advice I can give you is you need to be methodical, and you need to be strategic in everything you do. I see people that are just sending mass messages to everybody as opposed to if – again, with Whitney, what I suggested just on this podcast is a lot more detailed in the book, but what I suggested doesn't sound that amazing. And health tech is a really saturated industry. There's a lot of high-level competitors.

But because she knew her niche and because she only spoke to her

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niche and she had stories that spoke to that niche and she constantly brought people back to that same stuff, instead of all the other copywriters that were out there that just saw her as just another copywriter, they would, “Oh, we need this. Oh, we need this. We need her.” And that is really the difference.

And so, I think for a lot of people listening, it’s strategy before tactics. If you spend a little bit of time, all the heavy lifting is done for you. You need to know what the message is, what the niche that you’re going after is – even if you’re looking for a job, somebody’s gonna hire you a lot more if you always wanted to work in manufacturing or always wanted to work in the manufacturing of a specific type of widget, as opposed to, “I just want an admin job.”

Then, you need to know what your stories are that resonate. You need to speak to your passion and mission, and then you need to work out how to script all the other elements. Once you know all of that, when you go into a networking room, you’ll dominate, but also, when you’re on your LinkedIn, you make sure your profile speaks to that. You make sure that your voice memos all speak to your passion for serving that community, and you have to put in content that actually gets in front of that audience, and again, not “Buy from me” content, but add value content.

And don’t worry about giving away everything because in truth, most people are lazy, so the more you give away for free, the more people will want to pay you for the advice you want to give.

Jaime: And all that and more is in the book because they’re gonna go, “But how do I –how do I –?” Because there’s a lot of nuances to it too. It’s not just a, “Oh, and you come up with a message, and you go out there, and it’s great.” Like I know Whitney rocket shipped after she worked with you for a while, and it was insane to see how fast she grew. But it was only because she did a ton of work beforehand instead of just throwing something out there, like you were saying. Picking a niche is not just picking a niche. There’s nuances to it too, like you were saying in the stories.

Matthew: Now, what was interesting with Whitney was she went from what? \$2,500.00 a month and struggling to get by. It was 60 days of hard work, but then she got a \$10,000.00 a month client, and then six months later, she was \$40,000.00 a month and then got acquired. She did amazingly well. Sixty days sounds like a long time, but for all those people that are hustling every day, how many periods of

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60 days have you spent hustling going nowhere? So, it's really about doing that little bit of leg work and then getting to that outcome.

Jaime: Yeah, it makes all the difference. It's unsexy foundation stuff that will make you a lot more money, people. Just so you know. So, you have to tell us when and where we can get the book, but before we get there, what is one action listeners can take this week to help move them forward towards their goal of \$1 million?

Matthew: Yeah, absolutely. So, for me – and my publisher hates me when I say this. You don't need to buy my book to get the unified message and discover your niche. What I would suggest is people go to [matthewpollard.com/growth](http://matthewpollard.com/growth), and what they'll find is a template that will really allow them to create their own unified message and discover their niche of willing-to-buy clients.

If people do that template – now, I would suggest they work with someone to do that template. You know, you got a great show, so direct one of your friends that hasn't listened to Eventual Millionaire before and say, "Hey, listen to this episode." Maybe they'll binge listen to the rest of them. But get them to listen to this episode and then agree to work with you. And what I would suggest is do the exercise where they work on you for an hour, you work on them for an hour, and at the end of that, you'll have that message and discover your niche really easily.

And I did it at the National Freelance Association in Austin, actually, and literally 45 minutes in, I said, "Put your hand up if you've got that message that you believe will excite and inspire, and you've discovered your niche." And 97 percent of the room put their hands up. The sad part was the whole session was 45 minutes long, and I said, "Keep your hand up if this is the most time you've spent on marketing in your business since you started your business," and 85 percent of the room kept their hands up.

So, the key is that that template will absolutely work for you, if you do it. And I know I just told everyone not to buy my book. I can live with that as long as you download the template and actually get to the same outcome.

Jaime: You have to do it. You have to actually do it, people. That's the – and then use it after so it's not just a random piece of paper somewhere else. Because I mean, it does – leveling up on the stuff and actually going to the level that you take things, which

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sometimes is a little too far – no, I’m kidding – which is to get results.

Matthew:

You know, it’s interesting though. I get people all the time that are constantly saying to me, “Matt, there’s so much legwork in this.” And I’m like, “Okay, fair enough. But how long have you – when you say a lot of legwork, how much time have you actually spent?” “Oh, I must have spent five hours on it.” And I’m like, “Okay, well three networking events where you got nothing out of them would have taken you five hours. Maybe, if you dedicate six or seven hours, you’ll have it all rock solid. You’ll be comfortable with it, and then every networking event you’ll go to –” I mean, even extroverts will go to an event, and they’ll be lucky if they get one good deal out of it or one good lead out of it.

I go to a – I mean, I would’ve gone to less than 10 events, and in less than a year, I was invited to events as one of the most connected people in Austin, having not known a soul a year before. You can get to a point where you never have to network again, but yeah, you have to understand the strategy. I mean, one of the things that I would suggest to people is you don’t – again, if you don’t want to buy my book – and I totally get that – go to [theintrovertsedge.com/networking](http://theintrovertsedge.com/networking). At least get yourself over the hurdle of believing you can network as an introvert.

In the first chapter there, I will get you over that barrier, and I will help you understand the stepping stone process. You know, in my first book, I kind of highlight the seven-step process, and I say if you do nothing more than just take what you currently say in the sales process, fit it in, and then you’ll realize there’s some pretty gaping gaps. If you fill those gaps and get rid of the things you shouldn’t be saying, you’ll double your sales in the next 60 days.

The networking process is almost exactly the same. If you look at what you’re currently doing, you’ll realize there’s a bunch of things you’re doing wrong. There’s a bunch of things you’re saying – like overeducating the client and opening that fire hose of information you should never do – that you can just cut straight out, and then you’ll realize that a lot of the stuff that you should be doing that you’re not doing is a lot easier than the hard stuff you are doing, so you’ll start to add that stuff in. And as I said, in the first chapter, I’ll outline what those elements are, and then that way, you can start to realize that it’s really not as tough as you think it is.

The problem is that you're going into networking events already set up to fail, as opposed to planning before you go in, researching before you go in, and that way when you get there, for you – while it seems organic to everyone else – for you, it should feel like *Groundhog Day*. Maybe the second or third networking event you go to will feel like *Groundhog Day*.

Jaime: I love that you said, “And they might never have to network again,” because it will be organic, and you'll know so many people that will automatically introduce you because you're amazing anyway. So yeah, let's set you up for success so you never have to network again. That's what all the introverts want to hear right now, right? Thank you so much. Yeah, go ahead.

Matthew: Absolutely, I mean for me, I never wanted to be a person that was forced to go to networking events to eat every year, so I looked for a process that would allow me to get out of doing it, and the same thing online. I looked for a way of doing it where I didn't want to be the guy taking a photo of my doughnut for something to say on Instagram, right? So, because of that, I looked for a methodical way of strategizing that as well.

I mean, Jaime, you and I have been out networking. You've seen what I've done, and I hate to even say to you. We share that on my podcast, the *Introvert's Edge to Networking*, right? Sorry, the *Introvert's Edge* podcast, how you and I kind of went to a networking event, went our own separate ways. We both ran our own process, and then we came back later because we both know how to do it alone, and we do it well alone. And that's the other thing I would suggest to people. When you go to networking events, go by yourself because otherwise, you'll have someone looking at you going, “Why are you trying to do this? This is different. Why don't we just hang out together?”

Jaime: I remember watching over going, “Oh, he's doing his thing. I can totally tell. He's doing it.” Right? It's so much easier to see when you know what's going on. Awesome. I so appreciate you. Thank you so much. Everybody, go pick up the book, even if he tells you not to. Just so we're clear, it's a book. Just go get the book and actually read it and actually do the processes. Thank you so much for coming on the show today, Matt.

Matthew: It was a pleasure, Jaime. I'm glad to be on.

**[End of Audio]**

**Duration: 53 minutes**