



SPI Podcast Session #139 - How to Work a Room and Socialize for Success – with Susan RoAne

Show notes: www.smartpassiveincome.com/session139

This is the Smart Passive Income podcast with Pat Flynn, session #139.

Announcer: Welcome to the Smart Passive Income podcast where it's all about working hard now, so you can sit back and reap the benefits later. And now your host, who once got in trouble for break dancing in middle school, Pat Flynn.

Pat Flynn: Hey, what's up everybody? Thank you so much for joining me. This is session 139 of the Smart Passive Income podcast.

Wherever you're at at this very moment, your car, on a walk, at the gym, maybe you're on a bike ride, doing the dishes or just chilling around the house. Wherever you're at, just thank you. Thank you so much for taking a little bit of time out of your day to spend time with me and our special guest. Her name is Susan RoAne and she is one of the most amazing people I've recently met.

I got connected with her through a friend, actually. Somebody else who reads and listens to the Smart Passive Income podcast and blog. I'm so happy and thankful to have met her. You'll hear it in her voice. She's such a kind and loving and generous person, I couldn't stop talking to her. We talked for quite a long time when we first connected and she was so generous with her time and her tips for me because she's a veteran speaker, she is a best-selling author and a coach and she was kind of coaching me as I move forward with my speaking career.

I wanted to have her on the show, not just to thank her for what she done for me but to help all of you as well because her specialty is based off of her best-selling book *How to Work a Room*.

A lot of you might remember Jordan Harbinger from session 121 where we talked about the importance of networking and putting yourself out there and how to make a great first impression and things like that. This is sort of like level two of that particular episode.



You're going to learn even more skills and more tactics and strategies for how to work a room, meaning how to deliver your best self when going to a conference or whether you're just meeting somebody for coffee or maybe it's one of the upcoming holiday parties that you're going to. Whatever the case may be, using Susan's tips, you're going to be able to better approach people and make the most out of those in person encounters.

Also we take it beyond that. Rooms aren't just in person anymore. There are "rooms" online now. There's so many social media platforms and rooms where people are talking and conversing. How do you best approach those rooms? How do you best make a first impression there?

We're going to talk about that as well.

I'm not going to hold you any longer, let's get right into the interview. Again this is Susan RoAne. You can find her at susanRoAne.com. Also her book is on sale on Amazon, the second edition actually, [*How to Work a Room, Your Essential Guide to Savy Socializing*](#). Here she is, Susan RoAne.

Pat Flynn: Hey everybody, what's up? Pat Flynn back here with one of the most amazing people I recently met, Susan RoAne who is just an amazing speaker, author and just a doll. You're going to hear it in her voice. She's amazing and she's agreed to come on the show to talk about what she's great at, which is how to work a room. So Susan, welcome to the Smart Passive Income podcast, thank you for joining us today.

Susan RoAne: It is my pleasure. I'm so excited to be here and with your people.

Pat Flynn: Yes, this is going to be great. A lot of people who have listened to the show for a while, they might remember [episode 121 with Jordan Harbinger](#). That was also about networking. We're also going to talk about some of the same things but there's a lot more I think that we could talk about in terms of networking. With the holidays coming up, people are going to be invited to parties and things like that. How do you present yourself best in those situations?

Of course starting the New Year, some people are going to make the decision to go to conferences and things like that. How do you reach out to people? How do you talk to people? How do you make the best of all of those potential interactions that you have with people? That's all that we're going to talk about today.



Before we get to that, Susan why don't you introduce yourself and talk a little bit about who you are and how you got to where you're at.

Susan RoAne: Well the short version is, I was a public school teacher in San Francisco and one year they laid off 1200 teachers and I was one of them and so was my then-husband. People were calling me, "What am I going to do?" and I'd give them these great ideas and all of a sudden it occurred to me, you can't tell people what to do, you have to, as you do through your podcasts, allow people to go through a process so they can come up with their conclusions.

I designed a career change workshop for teachers. Because of my PR and political past, got it in a major newspaper and then all of a sudden after we were off the non-profit status I had 100 people on a waiting list. I was lucky enough to have a femtor, a word made up by Sally Livingston who said to me "How can I be your mentor? I'm your femtor."

She said to me, and this is why we must mentor and support everyone, she said "Susan, you know what?" she said "You have 100 people on a waiting list." she said "My dear girl, you have a business."

Who knew?

The marketplace tells you what they need and it all evolved over the course of years into writing for the San Francisco Examiner, How to Work a Room and networking. It was a career series. Then I went to a seminar and a friend picked up one of my columns from the San Francisco Examiner and said in front of a group "Suze, you could really write. How to Work a Room should be a book. Here's the name of my agent".

Pat Flynn: Wow.

Susan RoAne: So that's my long and short story. Networking is different than working a room but what we want is every one of you listening, we want you to be able to go to any party, convention, meeting, gathering, feel comfortable, confident, have a good time and be successful.

Pat Flynn: Love it. The link to [How to Work a Room](#) will be on the show notes, but why don't we talk a little bit about what that book is really about. Can you take us through some of the steps on how to work a room? For everybody out there who is starting a business, what does that really mean to them?



Susan RoAne: By the way, this is my definition because who knew I was going to start my own business? Someone asked me "How do you define how to work a room?" It was many decades ago, that didn't sound right, that made me feel bad I said that. It was many decades ago that I looked and I thought "How do you answer this question?" and I kind of channeled my grandfather who had a good sense of humor and said "Well, working a room is what you do when no one left you an inheritance for the advertising budget."

You are it. We can do it online. We can do it offline but when you're starting your own business, part of what you call marketing is visibility. Being able to walk into any room, it's your local chamber, it's a Rotary, it's a meet up, whatever it is, it's a charity fundraiser, you're going to the Leukemia Lymphoma society... You are representing your business and anyone who works with you is as well.

I just consider this, I would be out every night trying to meet people. My then-husband said "We could have a talk", I go "Talk?! I've been talking for four nights!"

It's about being in conversation with people. This is the thing, Pat, working a room is not only getting to know people, "I've got a list, I've got an agenda," well first of all can the agenda because we can tell you have one, it's about letting people get to know you because that's when they decide they decide they want to do business with you because people do business with people they know, like and trust.

You need a network. You can't have a network in a vacuum.

We were all born in a network, we live in a neighborhood with a network, we went to school with a network but we need to expand it and *How to Work a Room* is how we do it.

Meet new people.

Pat Flynn: It's amazing how one of the most common things I hear from people who are successful is this idea of just getting to know people and creating those opportunities for yourself, yet this is something at a young age we aren't really taught. We're just sort of thrown into school and some people make it and some people don't. Now all of us who are much older now, we're finally starting to realize the importance of networking and getting to know people. But where do we start? How do we understand what to do?



Some of us are probably feel a little bit socially awkward or maybe just kind of shy or introverted. I myself am an introvert and it's taken me a long time to finally figure out the benefits of just going out there and putting myself out there without worrying.

Where does one start?

Susan RoAne: First of all, this is something everyone should know that according to research, 90% of us - and I've had this in the book for years, self-identify as shy. An important thing to remember, no matter what room you're in, most of the people feel uncomfortable. We have people who identify as introverts, the point is all of these people want to talk to you otherwise they would have stayed at home.

That's the thing to remember. Unfortunately a lot of us were not taught this. Hopefully schools are now beginning to develop their communications that they're teaching us.

Here's how you start. First of all, the e-vite or the invitation comes in the mail or on your computer. Look at it, assess it, decide, given your other priorities - because you're running a business, you may have a family, mom and dad might need you to do something, you never know. Or you might have tickets to a basketball game, you never know. Decide if you can go and when you can, here's the first step - let people get to know you as being someone who has the right demeanor and behavior.

RSVP. Let them know you're coming, whoever 'the' is. And before you go, go online, listen to podcasts, read papers, read print papers, read them online, I don't care if you read them on your wristwatch Dick Tracey, read the news. You can go to a content curator. You should know what's going on. Why? You'll be more conversant and you'll be more comfortable.

Right now in San Francisco, we are in the swing of things because we are celebrating the San Francisco Giants being the World Series champions. I wore orange and black for so many weeks that by the time it became Halloween I didn't even have to change my clothes. But you know what, really - if we think about what's going on in our life and in our business and in our world and prepare our stories - people don't want to hear facts and figures. You've got a story. "Oh you won't believe who I met" or "Oh I happened to be here and I bumped into..." or "I just can't believe it took me four hours to find a parking space" or whatever.

Talk about the little things. I know a lot of people who are shy or introverted think "That's small talk, I can't do it", I am begging our listeners, let's change our attitude



about small talk. Small talk is the biggest talk we can do. You're not going to start with Ebola, famine, war, pestilence. You're going to start with "I can't believe I was so lucky, I found a parking space right here. It must be that it's meant to be to be here." By the way, I asked a fellow I knew "What restaurants do you go to in San Francisco?" and he said "The ones with parking spaces in front of them". Parking and traffic and weather and just the little things is what connects us.

You might find out you have two kids in pre-school. You might find out your mothers are the same age. You might find out you both like squash, not the eating kind, I mean the playing kind. By the way, I don't like either so there you go.

Don't be afraid to add a bit of who you are into what you do. In fact, I'd like you to bring who you are into what you do. Because people connect with who you are and what you do can come later. But if they like who you are and you make them feel comfortable, that's the first step in working a room.

Pat Flynn: How do you balance sharing a bit about yourself and talking about those sorts of things versus being cocky and maybe talking about yourself too much?

Susan RoAne: Here's the thing, you don't talk about yourself too much. A lot of people think that conversation is asking a lot of questions. By the way, I'm originally from Chicago, I'll give you four. You get to the fifth question and I'm going to wonder "What are you grilling me for?" There's a section of the book I wrote, Grill Vegetables, Not People. You want to have a balance. What I recommend is you bring your oar, you can paddle through any conversation. Observe, ask and reveal.

When you meet someone, if you give them an interesting self-introduction, which I recommend, 7-9 seconds, it's not a 30 second elevator pitch, which by the way should be pitched. It's linked to the event, how you introduce yourself at a conference that's with IT will be very different than when you've gone to the fund-raiser at the local community foundation. You make your introduction work for whoever is there. Why would you do that work? What you want to do is give people who are there a context for knowing who you are and why you're there and what you have in common with them.

It's actually worth the few minutes that it takes to think about it. I always say spend five minutes before you go anywhere to prepare your self-introduction.



You will feel much more confident and when you self-introduce, other people will mirror what you do, then they'll introduce themselves and you're in a conversation. We tend to do what people do, we tend to mirror them. Seven to nine seconds, it's linked to what you do.

Here's the third RoAne tip from my friend Patricia Fripp, who said to me the other day "RoAne, tell your people not to give their title but to give a benefit of what they do." Wow, so I don't say to people "I'm a fabulous speaker and great author," all of which are true. What I say to people is "I turn people into mingling mavens."

"Really? What does that mean?"

When they are inquisitive, then you're invited to share a little bit about what you do.

Now I want to give the magic tip. You then stop. This answers your question, Pat. You stop and then you turn to the person and say "How about you?"

Pat Flynn: How about you? Yeah.

Susan RoAne: You don't say "What do you do?" because they may do 10 things and they may have a job they hate. If you say "How about you?" you give that person the opportunity to talk about their avocation, the things they like to do a lot. Then you're off and running.

Pat Flynn: That's really cool. I think one of the hardest things to do is just starting that conversation.

Susan RoAne: Yeah.

Pat Flynn: But you often find, once you start talking, you're good and you're going.

How would you determine where that conversation is actually headed? Are you even concerned about that? Because you know, there's one thing for just meeting people and making friends but then a lot of people are at these events or networking for a purpose. So there's another line to be drawn. Where do you draw the line between just meeting people versus meeting people for a purpose? Then I would also worry of being too obvious that I just want to meet somebody for the sake of benefiting my own self.



Susan RoAne: I think that is a very legitimate concern and I wish some of the people who are in the chapter called "How Not to Work a Room or Don't be a Sleaze" would actually think about it. Some people don't have a purpose, they have an agenda and they have a quota. They come off and every single one of us has met someone like this, you talk to them and you really just want to go "Yuk, where are the hand wipes?" because they are so intent on their selling themselves, their products, what they do, that they forget it's about conversation.

When I was writing my conversation book [*What Do I Say Next?*](#), I interviewed a gentleman who was really good at selling. I walked into his store for one CD and I walked out with five so I thought "He's good at what he does". He ended up being the Vice President of sales at some company here and I said to him "tell me something, Chris, how much a part of sales is conversation?" and I quote him, he said to me something that is brilliant, he said "Susan, conversation isn't a part of sales, it's the heart of sales."

So if you are a person who is conversant and you listen to what people say and you respond and you know how to segue, which we'll talk about, if you're in conversation, people will listen to what you say. If you're always selling, it's like "Oh my gosh, where can I get the garlic to get that vampire away from me?"

The most important thing is when you're prepared and you feel comfortable, that you can have the conversations. It's when you don't feel comfortable. It's tough on people who have sales quotas and they have to make numbers but the idea is you never know who is standing around you. That person who may have the important name tag - here's your tip, always put your name tag on the right hand side because it's the line of sight with your handshake. If someone has met you but can't quite remember you, they can sneak a peek at your name and you've made it easy for them.

We always want to be in a room making it easy for other people to talk to us.

Pat Flynn: Love it.

Susan RoAne: Really, what do you think, they're going to pick the person that's making it difficult? I don't think so.

Pat Flynn: No. I love that. That's also where like I talked about in the episode with Jordan, it's that smile and first impression when you come in the room. Those are so important and something that we almost do subconsciously, or not subconsciously. We



don't necessarily go into a room saying "Ready, I'm going to smile. I'm going to walk in with my chest up high and my head held high," we don't think about that.

Is there something that we can practice elsewhere?

Susan RoAne: Yeah, you know what, practice. First of all, what Jordan said, who's a pal of mine, I have noticed in almost every program I have done for the last number of years, when I ask people "What did other people do that made it OK to go over to them?" Number one, smile. Nobody is going over to the sour puss who looks like they have bunion problems. It just isn't happening.

If you walk in - and I'm going to say this - even if you don't feel smiley, if you will put a smile on your face, people respond to the smile. I'm looking at Pat right now, he's got this big smile on his face and it's making me smile. He's got a little dimple. I'm restraining myself from reaching out to the screen and pinching his cheeks.

Pat Flynn: You're not talking about the red in my cheeks now that you've said that.

Susan RoAne: No, but do you see what I just did?

My grandfather used to do that, pinch the cheeks. We want to say, when you're smiling it's inviting. There are so many people that don't smile because we're nervous, because we're shy, because we feel introverted, because we're not prepared. Maybe none of the above. We might just have gotten the news that something has happened in our work, in our business, with our kids, with our sister and brother, you never know.

The other piece to it is when you see someone not smiling at an event, don't think they're a snob. Give them a chance.

I have a little saying that I have, I have a couple of conversation sayings.

1) Be a two timer. That means give people a second chance. Definitely don't judge tomorrow's book by today's cover because you never know. Be nice to everyone, be cordial, be conversant, have a couple of things prepared to talk about.

Here's another point - if you see someone in a room wearing an interesting tie or an interesting pin, they are giving you the gift of gab. What they're saying is "Come on over and talk to me. I wore this fabulous necklace, I wore this great tie, I'm wearing



this great whatever for you to feel comfortable with me" so when you notice it, go over and say something because they're inviting you.

Pat Flynn: Yeah it's really interesting.

A couple of years ago I got some great advice in terms of the style that I wear, what clothes I put on at events and things like that. It's been incredible, the absolute difference that it's made. People are more friendly to you and a lot more people come up to you, like you said. I personally just feel more confident in those types of clothes because when I go up to people and talk, they are ready and willing to talk back to me it seems.

Susan RoAne: Here's what I did. My brother is a huge Three Stooges fan. He was the attorney for the water reclamation department in Chicago. I saw this tie and it had Mo, Curley and Larry, and it said "Do we cheat them and how? Attorneys at law." So I bought him this tie. I asked him once if he ever wore it and he told me he had to conduct a meeting where he needed the constituents to feel comfortable to come over to him. He didn't wear the fancy tie, he wore the Three Stooges, or as he said "With the boys around my neck, the constituents felt that they could go over to this head attorney, he's got the Three Stooges hanging". He was inviting people.

Whatever you can do to be inviting, your clothing, your smile, put your name tag where it's easy to see, that just makes a difference.

Don't forget to stand in open body language.

If you go to an event with a friend or partner, don't talk to each other face-to-face. When you do that, people will think they are having a private conversation. When you go to an event, stand side-by-side.

Pat Flynn: I love that advice and I know a lot of people who attend events, including myself who go with friends and colleagues and business partners and indeed when two people are facing each other, you don't want to interrupt them.

We're engaging in conversation with somebody, we've made that good first impression, we're talking, we're into a conversation, you mentioned earlier that you have another book called *What Do I Say Next?*, I think this is something, especially when you're meeting somebody for the first time or especially if it's somebody who perhaps you admire, another speaker who you went to see speak and then you're getting into



conversation and you're really nervous and you are trying to listen but you're also trying to figure out what's the next thing that you should talk about and say so you don't embarrass yourself.

How do we best understand where to take the conversation?

Susan RoAne: People are very forgiving. I heard a speaker that I loved and I waited in line to tell him "Thank you, I really learned a lot, you changed my opinion." If you give someone a compliment, believe me they are not going to shut you up. They are going to be very happy and open to that.

What I learned from a friend of mine who is a CEO for an organization, he said "You can't hog people's time." Someone is important, if you want to meet them, then other people do too. You have to be mindful of watching their signals. You definitely go over to people. Don't ever not because someone else tells you not to bother them. Don't do that. Go over to people, introduce yourself, be pleasant, give the compliment, listen to what they're saying and respond to whatever they've said.

I think a problem is a lot of us don't listen to how people respond. We're so busy planning the next thing or playing Metalica in our head that we're not focused. People tell you what they want to talk about. On the other hand, you don't want to hog someone's time, whom other people would like to meet.

I'm just going to say this, when you're a nice person that is prepared, has read the paper, knows what's going on in the community, you know something about the event because you went to the website, you did some Googling, you listened to podcasts... You come prepared and you come with some fun stories of things that have happened or odd things like I went to the San Francisco Giants parade in the rain and I didn't have to leave early, I had to leave two years ago early because I was getting a headache because the smell of smoke, all I could say to people was "I think I'm in the Glaucoma section, if you know what I mean," so I turned around and made a line for it.

If you bring who you are to what you do, everywhere you go - let me give you this confidence tip, I do this myself - If I walk into a room and I think "Holy Tamole, I don't know anyone" and by the way, that happens to me. I've gone into rooms where I don't know anyone. I bring my favorite grandparent on my left shoulder, the one who thought I could do anything and do it well, if you need to wear something like from a grandparent or a parent that will make you feel better, do that. You went a listened to the person who told you how to dress so you feel more confident.



Always dress for the occasion. That's the other thing. We've got the holidays coming up. If it's a black tie only, really show up for that occasion. If it's a business casual, wear that. Don't wear Dockers to an event where people are dressed up in suits and ties and maybe even black-tie. You're going to be uncomfortable. You can find that all out by doing some research, looking at the invitation.

Getting into conversations is not as difficult as getting out of them, Pat.

Pat Flynn: Yeah, let's talk about that because I know you might be speaking to somebody and they may be a chatterbox for example. You're trying to go meet other people but they might be tagging along with you and not really finishing up the conversation. Perhaps you know that the other person wants to go and move on but you don't want to be rude in cutting that conversation off.

Susan RoAne: I'm going to switch this 180°. What you just said is brilliant. When you can tell by someone's body language because you've been observant that they're ready to... They came there to meet people too. You can't hog people's time. If you see that and you can sense it - and come on now, we all have a sixth sense, we're pretty astute, what you do is if you notice that, you say to them "It's been great talking to you about..." and then you give a little summary so they know you were listening. They won't be upset. They'll be grateful because they may not have these gracious exit strategies, but you will have let them off the hook by giving them the perfect way out.

Pat Flynn: So keeping track of the signals for example. What do those signals look like?

Susan RoAne: It could be someone is tapping their toe or they're looking. You can tell that they're just not as easy and as comfortable as you would like them to be.

The other thing is you may be ready to move on. So what you do is, you don't interrupt them, you interrupt yourself.

Here's another thing, that handshake is the 'OK, this conversation has ended'. You can put out your hand and say "Hey, it was great to talk to you about..." summarize it. And then ask for a card. If they don't ask you, you can say "May I offer you one of mine." A lot of people - I live in San Francisco so we don't have cards. Look at my LinkedIn profile." That's great in some instances. You'll still want to have cards because cards are a very easy way that they can look at and see your name again instantly. Maybe they'll



take a picture of it and put it into some app, but having a card is a nice formalized way for them to get all your information, even if they just get it off your card because they can associate your face with your card.

Pat Flynn: That's good to know because I know a lot of people who are attending conferences for the first time. We're so much in the digital age now. I get a lot of questions, "should I worry about printing a business card?" and it sounds like yes, absolutely.

Susan RoAne: Here's what I say, what could it hurt? If you don't have a card and someone asks for it then you're going "No, I don't have one." If someone doesn't ask for it and says "Hey, let's snap our phones together and then we'll have each other's contact information," but there's something about living with the actual card once you've met someone and you write a little note about them, it's a very tactile way - once it's in your phone it's not as tactile. If someone asks you for a card and your answer is 'no', that person could be the next best client, the next best job lead, who knows? Have a card.

Pat Flynn: One thing I am quite proud of in terms of business cards is the presentation that I've been doing at different events recently and in this presentation I actually do magic. To hand out business cards, what I do is I have a deck of cards where on one side is the face or the number of the card and on the other side it's my face saying "Thank you, I appreciate meeting you." What I do is I ask people if they ask for a card or I'm giving them one, I fan out the cards as if it's a deck of cards with the number or picture face up and I say "Pick a card" and you never see somebody do it that way. Then they're kind of like "Wow, this different, this is weird" and they find their favorite card and they pick it and on the back it's my face with my Twitter handle and website, saying thank you.

I've got a ton of comments about that. I'm quite proud of that fun little thing I like to do. Especially for people who saw me on stage and know that there was magic in my presentation, too.

Susan RoAne: That's perfect. It's making it fit. It's making it memorable. You did magic and then don't we all pick a card. That's what every person who does a magic trick - I have friends who belong to the Magic Castle up in LA - find what's comfortable for you.



Here's what I would say and I've written this in the books, don't - and I've had to do this and it's so embarrassing - before you walk into an event, have your cards available to you. Nobody wants to wait for me to dig through my purse, two pairs of glasses, three different combs, six different lipsticks to find my cards.

Pat Flynn: I've done that too. I had them in my backpack and I'm "Oh wait" and then I bend over and pull them out.

This happens all the time actually, you get cards during the event and you're giving cards during the event and then as soon as somebody asks for one, you pull them out of your pocket but it's your pile of other people's cards. Or you hand somebody somebody else's card. I've done that a number of times.

Maybe, I don't know if you want to go as far as making sure cards you receive go into this pocket, cards that you give out go into this pocket.

Susan RoAne: That's been in How to Work a Room for 25 years. Right pocket out, left pocket in. It just makes more sense. The problem is, you guys have pockets at all times. We women don't always have pockets in our suits or skirts and definitely not our dresses so we have to be a little bit more creative. That's why I like wearing a jacketed outfit, right pocket out, left pocket in. I have given out somebody else's cards as you have. People forgive us because they do it too and sometimes it's a laugh and sometimes people say "I did that, it was to my mother-in-law." People will help you out. Even if you forget their name.

Here's the other thing. I often talk about this because I'm asked about it all the time. You've seen someone at an event. Six months later you see them. You're racking your brain, what's their name? I recognize their face. Folks, don't put a hat and a vat and a cat on their head. You're not Dr. Seuss.

What you do is you tell people "Forgive me, it's been one of those days. Can you help me out? I know your face and your name just blanked out." Most people have had it happen to them so they're going to be happy to tell you their name. Once they say their name, you tell them your name because believe me if you've forgotten their name, they don't remember yours either and then you're in a conversation.

Pat Flynn: I often forget names and I've been working hard at different memorization techniques and there's a lot of tricks and hacks you can do with your brain. Sometimes they work, sometimes they don't. One thing that I do and I don't know if this is proper



or not so I'm curious to hear your thoughts, often I will be in a group and if I don't know somebody's name, I'll make an introduction between two other people to catch that one person's name.

Susan RoAne: That's a great idea.

Here's another thing. I learned this, I think this is even before I wrote *How to Work a Room*, I learned this from a gentleman in a program I did. He was the Executive Vice President of the Harlem Globe Trotters, which I kind of figured out he was in the front office because it was like five-four. He told me "Susan, what you must do is tell everyone - when you go to an event..." because he said "They go to events all the time, they haven't seen people six months, 12 months, three months...", he said "Put out your hand always and say your first and last names", because once you re-introduce yourself the person can say "Of course, I know you!" but most people will mirror what we do. You say your first and last name, you're shaking hands, they're going to say their first and last names too.

Pat Flynn: Yep. I love that.

There's a lot of different things we could think about, a lot of cool tricks and things like that, especially when you're in a room and you do have that hand to shake and those business cards to hand out.

What about, we live in the digital age and there are rooms that are digital. Facebook, Twitter... There are different areas where people get together online. How do we take these same principals but apply them online in a way that would work for us too?

Susan RoAne: First of all, that's why I rewrote *How to Work a Room* and did this anniversary edition. I said the last edition in 2007 had Facebook and LinkedIn but we have new rooms. Even as we speak, there are people, Silicon Alley, Silicon Valley creating even more new rooms.

First of all, the important thing to note is that every room has its own etiquette. Twitter is different than Facebook. Facebook is different than LinkedIn. LinkedIn is a little different than Google+. You should know the etiquette of that room. It's easy to find out. Google it. Watch their little videos where they tell you how to make the most of it.



You do have to remember overall that everything that's about good behavior and good manners face-to-face, I think it's even more important online because we don't have the face-to-face. You've got to be sure that the tweets we send, that we don't get into a dust-up on Twitter, we want to make sure that when we're in that room called Facebook that we're not saying anything that a boss, a client, anyone could come back with "Oh, he wrote that? I have to stay away from that guy."

I think what we want to do is know the regulations and the etiquette of that room. Follow up with people. By the way, *The Secrets to Savy Networking* was the book I wrote that was all about follow up. You worked the room and if all those business cards went to the cleaners in your pocket, you're a one night stand. Really, it's all about follow up.

The same thing in the Twitter room, someone sends a great tweet... I have a dear friend who you I think interviewed, Dory Clark. Dory Clark did a tweet about Daniel Pink's book. Daniel Pink, who is a fantastic author re-tweeted it. I re-tweeted it. I know Daniel. Dory sends me a tweet "Thank you for the mention." I looked and saw that she was a writer. We had never even talked on the phone and we thought that we were really good friends. Since then, we've seen each other three times, she introduced me to a lot of people. I feel she's one of my dear friends. And we've done business and brought each other into each other's networks.

If you don't think in those rooms as the potential that real-time rooms have, you're making a mistake. If you don't follow up with people, if you don't participate, if you're not part of the conversation you miss the point.

Pat Flynn: Kind of going back to the in-person meetings and conferences and things like that, what are the best ways to follow up with that? I know a lot of people, they go to the conferences, they come back with this high of the event and "I met so many people, such great presentations, such great parties afterwards" and then three days later it's back to normal.

Are there any systems or things, important things to think about in terms of how do we make the best of the conference we have just attended?

Susan RoAne: In the old days we used to send a handwritten note but I revised myself too fast. What you do is you go back. Send two sentences. I don't care if you send them via email, but you want to make sure that before you send the note via LinkedIn or Facebook that these are actual ways that that person responds. I have



people sending me messages on systems that I don't check. Email may be old fashioned but it still works. Within three to five days of coming back, send a little note - really enjoyed meeting you, it was so great to catch up and talk about whatever. This is not the time to sell your product and push anything. Hope we can talk in the future about whatever.

When you do the email, what someone explained to me is that better than a handwritten note, someone can hit reply and say "Hey, great meeting you, we ought to talk about..." so send the email.

If it's a social kind of engagement, I would say that the next thing to do, especially where you send a thank you for inviting me to speak is send the email and then follow it up with something that's handwritten that people get in the mail with a very cool stamp, because that's memorable. That gives you another follow-up, sets you apart from the crowd and it shows that you took the time. Then they have something that's tactile to hold in their hands.

Pat Flynn: I like that. I like that a lot. I can use some work in terms of following up with people I meet. I meet so many people, I think I'm in a unique position as a speaker and a presenter where I come home with 300 to 500 cards and I'm still trying to figure out the best ways to thank everybody and reach out to them. I don't even know if it's worth spending an hour one day going through card by card and tweeting and saying "Hey, it was great to meet you" because they all have their Twitter handle on their cards now.

Susan RoAne: I have two.

Sometimes life takes over where you go "I really don't have the hour. I have other things to do". Some people say this is where you get a Virtual Assistant but I'm a big believer in having your message come from you because you want to your message to sound like you.

I'm going to tell you something else. If there's someone that you really talk to at an event that you see there's some potential whether it's work or maybe they could join you as a volunteer on a certain project you're working on, send them the email and then really be different. Take out your phone and actually use it - get this, to make a call.

Pat Flynn: What? I don't even know what that is!



Susan RoAne: I know. When I've spoken to a couple of MBA programs, at the end I say to the students "I'd like you all to take out your cell phones" and they do and I go "and when you get home, I'd like you to use it to call your mother, she doesn't want a text."

When you make a phone call, you set yourself apart from the crowd and people can hear your voice, hear your spirit, hear your tone and they don't have to imagine anything and they won't misinterpret.

Pat Flynn: Love that. Thank you Susan.

Before we end the call here, as we finish up, it's mid December now, holiday season is coming up, people are going to parties and stuff, you had mentioned that you had a cool little resource to give away, we'll have a link to it in the show notes. Tell us about this resource and maybe give us a few tips from it.

Susan RoAne: I'm going to give you two resources. I have a list that I've had for years of [the do's and don'ts for holiday parties](#). What you shouldn't do. It's one page, it's great. I'm also going to make sure that everyone has access to the [How to Work a Room infographic](#) that's a step-by-step process that really summarizes a lot of what we talked about. You could print it off, give it to your friends, your colleagues, your kids. It's how to make the best of every opportunity but also how do we make ourselves comfortable and confident? When I say work the room, for me that's about socializing, meeting, greeting, schmoozing, connecting.

Also, how about this? Having a good time.

Pat Flynn: Yeah. I know a lot of people who go to events who just stress out over it so much, they actually don't have a good time. I think that's really important.

Susan RoAne: I'm going to say this to all of our listeners, every time you walk into a room, I'm going to be on your left shoulder, whispering in your ear "Go over to that person standing alone, they'll be happy to talk to you. There's that group having a good time, I bet they're going to be glad when you join in." Just remember, everyone's there for the same reason.

A gentleman who once called into a NPR radio show gave me a phrase that I'm going to give to you all. He said to me that when they went to dances in the community, they



always said the roof is the introduction. If you're under the same roof, you have something in common.

Pat Flynn: I love that.

Thank you so much for joining us today. We will have links in the show notes for those resources and you can also visit Susan at susanRoAne.com. Susan, thank you so much for your time.

Susan RoAne: Thank you!

Pat Flynn: Alright, I hope you enjoyed that interview with Susan RoAne. Such an amazing person and I'm so thankful to have met her and so thankful to have featured her on the show for you. You can find her on her site at susanRoAne.com. You can also find her book - I'll have all the links and resources, everything we mentioned on the show notes, which you can find at smartpassiveincome.com/session139. That includes those free resources that she's going to give us as well, that infographic and the holiday tips guide, which is super cool and very appropriate for this time of year.

Before I finish up, I do want to thank today's episode sponsor, which is 99designs.com. Such a cool website because if you need anything designed on your website or even off your website, some stickers or letterheads or a T-shirt, whatever the case may be, you can post your design job description on 99designs.com and immediately designers from all around the world will help to try and create the design that you'd like.

At the end you can choose one that you like and you have the perfect design that you're looking for. What's cool about this is not only is it fun, fast and affordable, but you get to work with all different designers with all different styles and really truly choose a design that you like. If you don't like the designs that are there from all those people who are submitting designs to your needs and likings, if you don't like them you can get your money back, which is awesome.

I've used this service a few times in the past very successfully for logos and some landing page designs. I know people like Tim Ferriss use it as well. Since having 99designs on as a sponsor a lot of people have emailed me saying that it's been a great resource for them and they do have new brands and marks as a result of the contest that they've been holding on 99designs.com.



So if you're looking to start your own design campaign on a site like this, go to 99designs.com/SPI. What that gets you is a free \$99 power pack of services, which allows you to get even more people submitting designs for your job.

Awesome. Check it out. Again, 99designs.com/SPI.

Thank you again for taking time out of your day to hang out with me. I hope you enjoyed it. I can't wait until we can hang out again in the next episode.

Until then, keep pushing forward and keep practicing your conversation skills and just getting comfortable being around people. I still need work and I'm continuing to take advantage of those situations that I purposely put myself in because I know it's going to help me move forward and I know it's going to help you too.

Cheers, take care and I'll see you in the next episode of the Smart Passive Income podcast.

Links and Resources Mentioned in This Episode:

- [Susan's website](#)
- [Holiday Party Tips](#)
- [How to Work a Room \(Infographic\)](#)
- [How to Work a Room \(Book\)](#)
- [What Do I Say Next? \(Book\)](#)
- [The Secrets of Savvy Networking \(Book\)](#)
- [SPI Session 121: A Crash Course on Charisma – A Guide to Winning In-Person Encounters with Jordan Harbinger](#)
- [Today's sponsor: 99designs](#)

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