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**Keith F. Luscher**, is author of the book **Prospect & Flourish**, and four other books. He is a marketing representative with Principal Financial Group®. Prior to joining Principal®, he served professionals in the insurance and financial services industries as a management consultant. In that role, he advised producers on issues related to marketing and prospecting, and developed groundbreaking educational curriculum. In addition, Luscher is also a nationally known author, speaker, and expert in media, interpersonal communication and marketing.



## Want to Get Connected? Then Be a Connector.

by Keith F. Luscher  
Author, *Prospect & Flourish*

Do you ever encounter another person who just seems to know everybody? (As you read this, each of you is probably thinking of a name and a face right now!) It's not that all the people they know are clients of theirs, or even their best friend for that matter. Yet they have an uncanny knack for making acquaintances and forming connections with people they meet.

This happens to be the skill of Reagan Rodriguez. Reagan is CEO and Managing Partner of Rodriguez & Swanson, LLC, brokers in dental and medical practices nationwide and based in Columbus, Ohio. As managing partner, Reagan is always prospecting for potential buyers of medical practices—be them investors, practitioners, or both.

This means that like many people in business, Reagan has a pretty clear “profile” of his prospect. He is a natural networker—indeed if some of us are wall flowers at public events, Reagan can often be seen as a social butterfly. He attracts people and engages them on a sincere level. Many people attempt to do so with superficial small talk. Yet like most natural networkers, Reagan is a skilled listener with a strong desire to connect and understand.

“Connecting with other people has always come quite naturally for me,” Reagan says. “I enjoy conversation and meeting people, and also helping others do the same.” What he means by this point is that if you are engaged with Reagan in conversation, don't be surprised if he mentions the names of other people whom you might like to meet.

“I'll be at an event and talking with someone who is in the printing business, for example. As they tell me about their specialty, it may occur to me that they might do well to speak with someone I had just met twenty minutes earlier,” Reagan explains. “For me, it's gratifying to introduce two people who may be able to work together, yet otherwise may have never met.”

What can we learn from this attitude? Often, we approach networking from a “me” perspective...how can I meet more people? How can I connect with others? How about becoming, in the Malcolm Gladwell tradition, a Connector?

You know we have said that the biggest mistake people make when it comes to referrals and introductions is not asking for them. Perhaps the first step to making the ask is through our own example. It's not about how can this person help me; it's about how can I help them? You can help others not just through your own direct skills and profession, but through the other people you know. Your network is your asset—and this is a priceless approach to leverage that asset for your benefit and for theirs.

Who knows where some relationships will lead? You might just have someone name their first born after you.