

# Sharing Content in Networking

## Video Script



Hi, Nick Miller, Clarity Advantage, welcome back.

One of the most important principles in networking is sharing, having something to share. And the BEST things to share are the things we're ON about, things that are exciting to us.

"Oh, let me tell you about this GREAT restaurant I found last weekend."  
"Oh, you'll never guess who I heard speak last Sunday." Or, "Lemme show you the pictures I took when I was hiking last weekend."

**That's EASY! We do that very naturally and people want to hear, right, because we're excited. Same in business.**

People gravitate to people who have interesting bits to share – great insights, good stories, helpful perspective, points of view. And energy. People gravitate toward "feel good" energy.

So, if we're building networks of people who can refer us or bring us business, then we have to figure out how to contribute content and energy to those people. And the BEST way is to share things we're excited about because... the people who get excited about those things and us... are the most likely to refer us or introduce us.

Clarity Advantage Corporation is a business consulting firm. We help banks implement and execute sales strategies to generate more profitable relationships faster. Banks accelerate sales by focusing on their value propositions, improving sales processes, and boosting sales manager effectiveness.

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