

There are 4 levels of how helpful people in your network can be to you. It ranges from Avoider to Apostle.



## AVOIDER

They don't want to help you. You turned them off. They avoid your calls.



## UNABLER

They want to help but don't know how (i.e. deer-in-headlights). But they're not turned off.



## REACTOR

They help you only in that initial conversation. But you left a good impression with them.



## APOSTLE

They're more likely to help you **when not asked**. These are proactive, not reactive, helpers.

How do you get to the Apostle level?

### REACTOR LEVEL

For a first networking call / meeting, the best you can get is a Reactor Level. This assumes:

- You were Clear, Concise, Compelling, and Consistent (the 4 "Cs").
- You had great Mental Energy throughout the conversation.
- You connected with them Emotionally.

### APOSTLE LEVEL

Going from Reactor to Apostle level usually only happens through an extremely effective follow up. Few people do this well which means those that do will stand out and be remembered.

- How Responsive, Thorough, Helpful is your follow up? What standards do you set for yourself?
- Do you follow up with everyone using a systematic and disciplined process?
- Are you Emotionally connecting again to these people in your follow up?

### FROM REACTOR → APOSTLE: Elements of a Great Follow Up

In a timely manner, thank them for their past help and remind & inform them of:

- The information they initially gave you.
- What you did with their information.
- How it helped your job transition process, even if their information changed your direction.
- If any change of your direction, tell them your changed variable(s) and those which are the same.
- Ask if they can help you again if your direction changed. They will help again!

**Now they'll remember you better and be more likely to help you even when not asked.**