

Here is Why Networking is Important

Episode Companion

Introduction to This Unique Episode

- We were heading to prep for our Overtime event that we put on in San Diego once a quarter. On our way to Mission Brewery, our next location, we decided to have a conversation about the merits of networking, connecting, and how who we know has been more important than what we know over the course of our entrepreneurial career.
- Side note: We were in the car together because Matt doesn't own his car. Joe is his Uber driver for the day.
 - When Matt needs to go somewhere, he uses his wife's car, or he takes a Lyft.
 - Why Lyft? His Uber account got hacked by someone in Kazakhstan; he contacted Uber, and their response was to close down his account. Next time he tried to use Uber, he tried to create a brand new account, but he kept on getting an error message that his details have already been used.
- We are casking beers today. If you don't know what casking is, it's putting beer that's already been brewed into a cask, which is kind of like a mini keg. We will shove a bunch of fruit in there, probably oranges, tangerines, pineapple, hops, things like that. We took a double IPA (Imperial India Pale Ale), super hoppy and alcoholic already and shoved some fruit in that one, which mellowed it out yet increased the ABV. Matt could only drink one on the actual event.
 - A bunch of people attended who were also at T&C. The beer tasted mellow. Even people who don't like IPAs liked it. But people were hammered, and it was pretty funny. There were some pretty big marketers who were obliterated and did not see it coming at all. Sorry not sorry.

Attending Events for the Networking

- Our Overtime events are always awesome. The term "truth serum" from [Jason Moffat](#) always comes to mind when we attend networking events because if you get marketers drunk, they will pretty much tell you anything. Otherwise, they tend to be more secretive.
 - That was the first thing we read from Jason before we knew him. It was all about extracting the best stuff.
- That's how we did it. We would go to leverage events like Underground Summit in DC without actually paying for and attending the event, so we would hang out in the halls and bars and get to know people.
- At [T&C](#) this year, we are going for the sole purpose of networking, masterminding, and attending events without actually attending the main event. People sell their notes online, so we will buy the notes next year.
- There is a lot of value in the room, don't get us wrong. But at this point in our business, it's not beneficial to pound a bunch of knowledge in your head. Don't be constantly chasing the new, hot thing out there unless it will really move the needle for your business and fits in with your goals.

- o Sitting in events like T&C are more harmful to our productivity than helpful for the sole reason we are on a path in our business and know exactly what we're doing and where we're going. These new tips will be distractions.
- But networking, building new connections, that is really valuable to us. These people could be podcast guests, JV partners, future clients, guest bloggers, affiliate partners, or more. There is so much power to our network.
- It can still be beneficial to people not to attend a bunch of conferences; some people are conference junkies. They will pay thousands of dollars and travel everywhere to sit in a room and take notes.
- There are benefits if you are strategic about it.
 - o Last year, we went to T&C with the intention to learn more about chatbots. We knew about them but didn't know the strategies behind them. What we did was just attend the four or five sessions that were specifically about that technology. We split up efforts to sit in different sessions and fill in the other.
 - o At one point, Joe sat in on an Instagram session, and Matt went to a content marketing session because they wanted to learn more about those two things. Ironically, they got traffic from Instagram without trying because they mostly phased it out.
 - Instagram can be great for visual businesses.

The Purpose of Networking Events

- If you listen to our [episode](#) with John Corcoran, he's a big networker who puts on these big events. Expanding his network strategically is a key focus of his. Listening to him started conversations between us about attending more networking events in the marketing industry. What is the purpose of going to these events if you can't see a clear result from them?
- We hadn't really talked about the purpose before. But we were talking about going to a meet-up last weekend (that got cancelled)...
- Matt wasn't sure about it. He is constantly back and forth about the value of networking. He is very introverted and not energized by being around a lot of people; he is energized by getting stuff done alone. When he has to do small talk, it's a struggle for him. It's draining for him. Hence the constant battle. He makes excuses for himself and tells himself there is no value in doing this.
 - o But when he reflects on our business history, he realizes our network is why our business is so strong. He can pinpoint every shift in the business to someone in the network or going to a specific event.
 - o This is why Matt told Joe, "Every time I give you crap about attending networking events, shut me up and remind me of this."
- Joe does have to remind him. When he brought up the idea of going to this little local event, we were debating about it. It was about the concept of what is the point? It was a Saturday; we do family stuff on the weekends. The next day, Matt was still thinking about it. Joe was like, "Just remember, we did talk about how it's all about the people you know."
- Then Joe told Matt something he already knew. Networking is how Matt met his earlier business partner; they met at a copywriting event in San Diego. How Joe met his earlier business partner and his first client were through meeting this guy DK, a friend of theirs.

In fact, Joe met DK at a dinner in downtown San Diego. He can also pinpoint a lot of his business and connections from that one person.

- Here's something crazy. Joe met DK at this dinner. He was a chiropractor; Joe's neck happens to hurt right now, so he visited the office in Bird Rock (La Jolla area). It wasn't just a chiropractic session; they talked about marketing and other stuff.
 - Joe recognized this guy had an awesome network. As they grew to know each other, he offered to introduce Joe to lots of guys based on what Joe did. Joe signed up as a client because he was a great chiropractor, but partially because he had a great network. Joe had to talk to his wife about this chiropractic office being a smart investment (it was real expensive, and he was on a payment plan).
 - DK introduced him to Dan Ryan (a great friend and part of the Overtime thing), Amish, Mike Koenigs, and more people featured on the podcast. These connections have spun into more connections and business opportunities.
- A current business venture we are embarking on right now is with someone who we met at a recent Overtime event. Funny how Matt hates networking but helps put together a networking event every couple months.
- We had a completely different topic in mind for this episode today, but since we are putting together a networking event and attending T&C soon, we decided to talk about networking instead.

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- [Overtime Brewing](#)
- [Mission Brewery](#)
- John Corcoran [Episode](#)
- Jason Moffat [Episode](#)
- T&C Summit [Takeaways](#)