



Plan Well ... Retire Well

Connectors – How To Network

Location, location, location. If you're in real estate, they ARE the three magic words. If you find yourself laid off from work the three magic words you must learn very quickly are: Connector, Connector, Connector.

A great place to start is by reading the book by Malcom Gladwell, [The Tipping Point](#). Pay close attention to the section on *The Law of the Few and Connectors*. Connectors are important for more than simply the number of people they know. Their importance is also a function of the kinds of people they know... perhaps the best way to understand this is through the concept of the "Six Degrees of Separation." There is also a very good example of the way Connectors function in the work of the sociologist Mark Granovetter. He had a classic study entitled "Getting a Job" and looked at several hundred professional and technical workers interviewing them in detail on their employment history. Now, pay close attention, he found that 56 percent of those he talked to found their job through a personal connection. Another 19 percent used formal means like advertisements and headhunters, and roughly 20 percent applied directly. Not surprising is the best way to get in the door is through a personal contact. But curiously, he found that of those personal connections, the majority were "weak ties." Of those who used a contact to find a job, only 17 percent saw that contact "often" as they would if the contact were a good friend...and 56 percent saw their contact only occasionally...28 percent saw the contact "rarely." They were getting them through their acquaintances. Why? Because when it comes to finding new jobs, or for that matter new information, or new ideas – weak ties are better because your friends, after all, occupy the same world that you do – they might work or live near you...same parties, same church, same schools, etc.

Granovetter coined a marvelous phrase: The strength of weak ties or acquaintances, in short, represent a source of social power, and the more acquaintances you have the more powerful you are.

So with that said, I am telling you to find your "Connectors." How? You need to get "LinkedIn." If you aren't already LinkedIn or have never heard of it...I urge you to master its premise by getting started immediately! LinkedIn is a social networking internet site for professionals. Go to www.Linkedin.com and set up a FREE profile. It's based on "three degrees of separation" and I promise you will find value in this "Connector" network. There are numerous "workshops" where you can go to learn about setting up your profile and how best to use the resources. Or, give us a call and we will personally help you get started.

Call us today to schedule a complimentary appointment and begin your journey toward a *First Class Retirement*.

Remember . . . Plan Well...Retire Well.

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