



Xanthus Communications

Media Jockey

A Newsletter from Xanthus Communications

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The Exit Strategy in Network-ing

You owe it to yourself to be a ruthless networker.

Dear Friends and Colleagues: Greetings! As a Senior PR professional, I have made a career out of attending networking events. Even though I smile through the photo opps, I consider networking to be hard work that requires focus and discipline. Some events are free, like crashing local rotary luncheons, and some are expensive-Greg Furman's Luxury Marketing Council has an annual membership price tag of \$7,500 plus the cost of the monthly program meetings.



I have belonged to general business networking groups such as FirstDegreeNYC or the gender specific group American Business Women's Association, as well as highly specialized trade associations like the Washington Biotech and Biomedical Association (WBBA) or even the ethnic-centric, Seattle-based Italian Club, which is so far removed from New York City that no one in the group has ever uttered the word *Mafia*.

So in this issue of Media Jockey, we feature **five basic types of people** who will always be at every networking event, and you must quickly identify them, because for one reason or another they are not capable of ever giving you business. **You must have an exit strategy in place to quickly extricate yourself from someone who will only waste your time.** You owe it to yourself to be a ruthless networker!

Best Regards,
Patricia Vaccarino,
ManagingPartner
patricia@xanthuscom.com

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PRforPeople-Seattle: a new networking group.

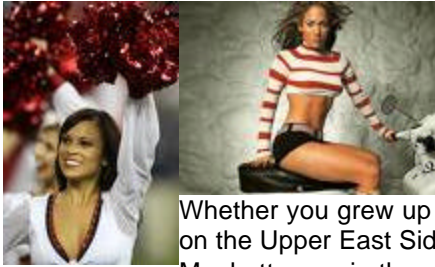
People need people to help build their business.

Friday, May 1st
4 to 6pm
Patricia Cameron Art Gallery
234 Dexter Avenue North
Seattle, WA 98109

Contact: Patricia Vaccarino
patricia@xanthuscom.com
206 979 3380
Patricia Cameron
206 909 9096

Complimentary hors d' oeuvres and wine.
Street parking available.
Meeting fee \$11

Jenny from the Block



Whether you grew up in the Bronx, on the Upper East Side of Manhattan, or in the suburbs of Seattle, "Jenny" will greet you with icy suspicion. Jenny does not want to know you because you are not part of her tribe. Jennies come in all sizes, shapes and flavors and they can even be boys. Jenny has made a lifetime commitment of staying inside her comfort zone and only associates with people whom she has known since preschool.



E.g., Jenny the magazine lifestyle editor told me she did not have to network and meet new people because her family grew up in Seattle, and everyone she knew went to the U-Dub (University of Washington) and she already knew everyone that she needed to know. Ditching Jenny requires extra special effort. She lingers around and makes fun chit-chat so you can bathe in her golden light. To get rid of Jenny you must do something big. You must get physical. You must pitch to the ground, then rise with your hands outstretched in the air and tell her you are doing the Seattle WAVE because you want to fit in. You have confirmed her worst suspicions about outsiders. She will excuse herself and leave.



The Spitter

The Spitter does not have to eat or have a drink in his hand to spit. The Spitter is a drone who is usually very intelligent about his areas of expertise, but completely lacking in business intelligence. He cannot offer you any business.

Hamlet and Lady Macbeth



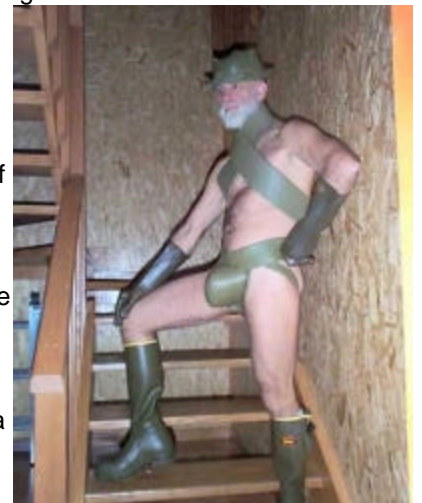
Hamlet is in love with himself. He is the ultimate narcissist. Even though she is from a different tragic play, his female counterpart is **Lady Macbeth**. Both are immaculately groomed and well branded: sophisticated and quite charming. They even have their own branded language. He does not meet someone new. He has an "encounter." Even if she grew up in Wenatchee, she speaks with a slight British affectation. Both are beautiful to look at and let's face it, they know how to get your attention and keep you so mesmerized that it is impossible to look away. Hamlets and Lady MacBeths have a powerful shtick to keep you focused exclusively on them: He does not know who he wants to be when he grows up. She describes her current dilemma in great bloody detail. Will you help them to explore their own turbulent life existence?

Most Hamlets and Lady Macbeths are successful—they always have a job or a business. It is not like they are unemployable. But they are not going to do anything for you, or for anyone. To get rid of Hamlet or Lady MacBeth, you must do the unthinkable; you must divert attention to yourself. Take out your compact, open your mirror, look at your own reflection and smile, or better yet, pick your teeth. Do whatever it takes.

The Naked Swordsman

The Naked Swordsman is the consummate salesman, a guy's guy. He thinks he's slick, but he's so busy talking that he cannot hear a word that you say. If you start to tell a story, he will quickly interrupt you and top your story with his own. He will not give you an opening to come back to your story. He will not let you talk at all. He thinks he is a gifted communicator. He does not recognize himself to be a poor listener.

Name dropper--He will drop names and tell you who he knows and promise introductions--except most of the names he drops are all of your competitors. This guy cannot refer you business because he will never give you an opening to talk. He burns with the all consuming passion of a man who has a permanent erection. Douse this fire quickly. Spill your drink a little and breakaway for a napkin.



The Delivery Boy

The Delivery Boy has a job, and he's wearing a nice suit, but his hair is visibly thick with gel and even though it is late in the day, he rocks of

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