

JetNetting™

Relationships as the 21st Century Currency

JetNetting™ is a **system**, born from my **not having and not knowing . . . built on a strong foundation of caring . . . one concept, one person, one network at a time.**

Everything has a season, and in the fall of 1996, JetNetting™ arrived . . . well before its time. That was then and this is now. JetNetting™ has come of age.

The core of JetNetting™ is building authentic relationships and diverse networks long BEFORE they are needed.

Its mindset: "How may I support you?"

Its essence: Collaboration.

Its outcome: Prosperity.

Clearly, some forms of competition are healthy, as long as its focus is not 'one-upmanship.' Literally, no one lives in isolation. For true effectiveness, collaboration is the only sensible path.

Based on experience and client testimonials, once you comprehend JetNetting™'s simplicity and functionality, you will never go back to standard networking. You will bypass the competitive greed and pushiness that cause people to shy away from business card thrusters and networking frenzies. JetNetting™ is a lifestyle and with it comes prosperity well beyond basic revenue accumulation.

Research shows (depending on the type of job), an average of 50% of jobs are found through networking. What if you could speed up the process, make deeper connections that last, come across as likable and interesting, as someone who cares and is ready to be of service? Nothing compares to the alignment of mindsets and the potential results that come from collaboration; its outcome is unlimited prosperity.

JetNetting™ is a way of life, of being . . . any time, any place, personally, socially, or in business. What you see is what you get . . .

always! It is the underlying foundation of human currency. The more its principles are applied, the greater the prosperity.

Conversely, monetary currency rarely stands alone. When it does, it often meets with an untimely end. **If** built on a strong foundation of relationships, integrity, support and giving, the keys to establishing human currency, money and prosperity will easily flow in and through your life.

We all know that stories sell. Being transparent, I confess, by telling you a story, My story, I DO intend to sell you on two things:

- 1). Eliminating the same mistakes I made, and
- 2). Using my short cuts and suggestions for a faster, more prosperous future.

As you take notes or highlight the lessons, think how you can apply them to your life and commit to their implementation. My story will lead you through the grit, the guts, the realizations, the ups and downs I experienced in learning about human currency. This led to prosperity and to living life according to my principles and values.

THE STORY

September 13. It began with celebrating my mother's birthday and ended with my father's death. The house was silent and empty . . . as were the bank accounts and my college fund. My father had drained all our accounts after his business partner had embezzled everything. He had even cancelled his life insurance just hours before he died. As I watched the ambulance pull away, I had no idea how quickly adulthood would come crashing down on me.

By September end, we were bankrupt. I was 16. My life had been full of hope. Now I was told college would not be an option. I could let my dream collapse or I could make it happen. My body stiffened. In that instant, I knew I would do whatever it took to go to college - and that effort was enormous. My future was mine to create and if anyone said I could not do something, "WATCH ME" became my mantra. It made me fearlessly self-sufficient.

As you might imagine, I hardened in the process; accepted no whining, no excuses.

I became an accidental entrepreneur. I loved to design and embroider so when "Linda", my retail supplier, invited me to a trade show, I jumped! I quickly made friends with company owners and negotiated for Linda, often reducing her costs by as much as 75%. Later, I asked her about a discount on my purchases. "10%" . . . Seriously? I left, borrowed \$1000 and started my own embroidery business. In two years, I had hundred folded my investment. I experienced dramatic growth and prosperity until the rains came, followed by flooding. I lost nearly everything, including my heart for doing retail. Time to move on.

I was introduced to Multi-level marketing. While I loved **the business model and its potential**, I disliked the way **most people practiced it**. Once I added my JetNetting™ process to the right company/product/leadership, the business could become a highly successful stream of income.

Years later. I am writing about "The Good Whistleblower" . . . the good, the bad and the ugly of MLM, and its powerful way to build leveraged, residual income when approached from a win/win philosophy.

The more successful I became, the less tolerant I grew of people with excuses. After all, if I could do it with all I had gone through, why couldn't they? And therein lay the challenge. I had programmed myself to win in business, not in life. I actually did not have a life. I was about to pay the price for extreme self-reliance. I vividly remember the day I returned to humanity.

On Sept. 12, 1996, I opened my eyes after surgery. The walls were white. The cubicle was empty. My daughter was not given permission to come back yet. My mind was racing. What if I needed more than the ten days to start walking again? How was I going to manage with just my daughter and the person I was dating? I was a champion at collecting business cards. I had hundreds of business acquaintances. Yet . . . I knew nothing about them as people. . . I felt so alone. What had I been doing with my life? Certainly not what a "normal"

person did. Ten months later, I took my first steps *without the wheelchair*. A simple metatarsal repair turned into an ongoing nightmare, even at this writing.

In the midst of unhappiness and loneliness, an angel appeared. With an outstretched hand and heart, my life coach Laura helped me see the impact of having no real friends, especially girlfriends. Excitedly, and with my usual determination, I created the Girlfriend Connection and laid the foundation for JetNetting™. To have friends, I had to learn to first BE a friend. I had to do for others, on THEIR terms.

People began to turn to me for advice, for introductions. I became what I call a “Center of Influence.” (I now teach the process as a professional speaker and trainer). All the while, I was masking the worsening pain from ongoing corrective surgeries. I took pain-killers with increasing frequency.

What probably kept me going was the extensive number of positive relationships I was developing within very diverse networks. Support was everywhere.

By 2001, after after my 7th corrective surgery, my left hip required replacement. This time, I took off the mask, told people I was going to have surgery and would probably need help. Two hundred and eleven (211) people volunteered. Floored, I thought back to the empty room after the original surgery. Sterile white walls with no sign of humanity. This time the nurses had to restrict the number of visitors.

Years later, Social Media arrived. I was NEVER going to waste time online! I wanted to look someone in the eye, get a pulse on behavior style, observe body language . . . all the while listening carefully to words and tone of voice; were they congruent? I could not possibly do this online!

Well, eventually, I ate crow and got to work!

With my JetNetting™ system in place, I actually knew what to do . . . provide rich content, engage, reach out, advocate for others. Because I knew how to connect and easily built quality relationships, “followers” multiplied; hundreds, then thousands.

Then, without notice, my Twitter account disappeared. My social media manager set up my account, with himself his owner, and shut it down after disagreement. Lesson learned.

Again, I took out my JetNetting™ blueprint and started building . . . even faster. I created rules for following . . . or not. I looked for commonalities and began connecting people. At any point, and especially on Facebook, I could take a quick look at my friend's friends and see how many came through the connections I suggested; an affirmation of the power of JetNetting™. It's actually quite humbling, especially when I think back to a time of not having a single friend.

Almost two decades after that original hospital visit, I was back in the hospital. I reached out and within hours, there were thousands of posts from across the globe. People cared because I cared. JetNetting™ works.

What I once resisted has given me a global perspective on the goodness of people. While I still feel it's imperative to have friends in close geographical proximity, I know the globe has shrunk via the internet. I have friends on every continent. The foundation to any successful business is now in place. Relationships and networks are interconnected. Resources are within reach. Human currency leads to prosperity; financial prosperity follows as a natural state.

JetNetting™ . . . being of service to others.

JetNetting™ . . . using connections as the keys to business and life.

JetNetting™ . . . producing extraordinary results with the speed of a jet in flight.

JetNetting™ . . . building relationships and networks of value *before* they are needed.

Like others who have become experts in *their* field, I have lived JetNetting™. My system is not a theory . . . a blueprint built on paper. It is a system of specific collaborative orientations and actions, which when worked in unison, create prosperity; internally and externally. The system is simple - just not easy - because it does require a shift in 'beingness,' in time and in effort.

Robert G. Allen, real estate guru and millionaire maker, referred to me as one-in-a-million when it came to MLM. I was the proverbial needle

in the haystack, the one who really got it. I did not realize how serious he was until one day, sitting in his home with other Inner Circle members, he talked about Malcolm Caldwell's Outliers, those who gained expertise by putting in 10,000 hours. He turned to me and said to the group, "Heshie Segal is such a person."

What did I do to get there?

Like me, you were born with a clean slate and you are where you are today because of your background, your upbringing, and your experiences. You are who you are because of the people closest to you, parents, friends and authority figures, and how they may, or may not, have filled your head with ideas, with hope, with knowledge and even with judgment and prejudice. If you have not yet evolved into the person of your dreams, still locked in to things that have held you back, it's time to step into your own magnificence.

We have touched on money as a resource, as currency. Are you ready to create new currency . . . relationship currency, JetNetting™ currency, to create more money? It works if you work it; decide to do it, and see how your life prospers.

For some, this will be a paradigm shift, especially if your life, and old ways, are not bringing you the prosperity you desire. JetNetting™'s currency is built before money; often long before. Without it, you will have less. With it, you can accrue untold riches.

My life was transformed forever when I realized that my wealth was, and is, based on the relationships and the friendships I create and not on the goods or services I offer.

My Formula for Success

In no particular order because for each person, priorities will be different.

- The more you *listen*, the wiser you become.
- The more *support* you give, the more support you receive.

- Do *favors* for people (without being asked) and even more will be returned.
- Become *accepting* of others, no matter their beliefs, background, color, class, etc. Your circle will be expanded.
- Become a *resource* for others. it leads you to become a Center of Influence and with it comes easier access to things and people.
- The *loyalty* you give will be reciprocated; ten fold.
- Your *verbal word* must become as good as any signature on a contract. Do what you say you will do. You will gain trust and credibility.
- *Compliment* others when appropriate, advocate for them, believe in them . . . even when they cannot yet see their own light. Write testimonials from the heart. You will become their shining light.
- *Show up* when others do not; stay when others leave. You will never feel alone.
- *Learn the magic* of Social Media. Connect with like-minded people, celebrate, honor, give recognition, promote their events, link them to each other and share their contributions with the world.
- *Speak to strangers* and encourage them to come out and play. You will be sought after and get invited back.
- *Speak up* and share your brilliance. You will be seen in a new light.
- *Teach* and you will learn.
- Above all, *be yourself*. Your authenticity will garner trust.

I leave you with these thoughts.

I do what I do because I can, not to get something in return. I build relationships because people are the essence of all existence. I build diverse networks because they are inclusive. I mastermind with others for richer outcomes. I work in collaboration rather than competition. I lead from abundance. No one has it all; no one can give it all.

In an earlier life, before I understood the power of quickly building strong, long-lasting relationships, I lived a lonely existence in a world unto myself. Once I stepped into the JetNetting™ mindset, relationships happened and prosperity followed.

Make the commitment, take the risk to step up to the plate, shift your focus outward. Become the resource, the Center of Influence, and when you fully embrace the JetNetting™ principles, you too will experience a shift.

Who *I* was, I am no longer. Who I continue to become is open to the willingness with which I embrace possibilities.

Who *you* are is an evolving and amazing human being. Who you become is up to you. Own your expertise, your passion, your strengths. Advocate for others. With short-sighted competition, we all have less. With JetNetting™'s collaborative approach, the world becomes your playground.