

Is Your Network Deep or Shallow?

Watch amazing things happen when you truly get to know others.

By Dr. Ivan Misner

Is your personal network “deep” or “shallow?” Chances are, it is a bit of both. The question is, how strong is the deep part of your personal network?

A shallow network is where all of the people you meet will start out – and where, in my opinion, far too many of them will remain. In the course of developing your network, you meet and learn a little about lots of people. But you don’t go much “deeper.” You don’t know much more than superficial things about these people – their names, their jobs, and maybe one or two other small facts about them.

A deep network is one that contains the contacts who you know much more about – and who usually know much more about you.

It’s great to have a large network, but if your network is a mile wide with tons of people but no deep relationships (or very few of them), it will never be very powerful. You need both a wide and a deep network – with some relationships that go really deep. To maximize the relationship, you want to know as much about that person as possible. You want to find out about their family, their hobbies, and their interests.

One of the masters of developing a deep network is Harvey Mackay. I know Harvey, and it is truly amazing how much information Harvey asks for – and retains – when he decides you are someone he wants to have in his deep network! When I met Harvey for the first time, I remember having a very nice conversation. The second time I had a conversation with him, he started with, “So, how are your kids? You’ve got three, right? What’s Ashley doing now? What’s Cassie doing now? And how’s Trey doing – is he about ready to go to college?”

I was flabbergasted. Wow! How did he remember all that? The more I spoke with him, the more I realized he must have taken notes. As it turns out, that’s exactly what he does! To help deepen important relationships faster, he takes careful notes about things that are important to the people who are important to him. He carefully catalogs that information – and he adds to it every time he meets with someone, things like pets’ names, children’s names, your birthday, the anniversary of your business...tons of information.

Harvey has developed a great method that helps him deepen relationships. There are several methods like Harvey’s. To be successful at building a powerful personal network, you need to develop one that works for you.

The important thing is to have such a method. We live in such a sound-byte society. After a simple, “Hi, good to see you again,” so many people jump right into business without getting to know the other person. And that’s too bad, because one of the things I’ve found is when you really get to know somebody, amazing things happen.