



## *How To Be Focused On What Your Message Should Be To Those That Care.*

### ***Keep the eye on the tiger.***

Again this week we will pull ourselves out of bed, and head to another meeting of the Prospectors Club. Same routine – wipe the sleep out of our eyes, teeth, shower, do the hair, dress, and add the final touches that make us look and smell fine!

But once you arrive to breakfast, it all changes. Now you can see it happening. Most of us exude that fire – that excitement – that says “I’m feeling fine today and I’m ready to face the world.” YOU are so pumped. Can’t wait for someone to ask you what’s been going on.

This drives right to the heart of our purpose that **Chris Pickering of The Pickering Law Firm** guided us through last week. First and foremost was “to network STUPID”. Second, “we have to have skin in the game”, and third, “we have to know you personally” (we do this well!).

Chris’ expertise in demonstrating how to “sell you” was excellent! Part of his focus was on understanding that when you are talking to your group, the Prospectors, you are talking to your “personal sales force”. But in order for them to sell you, they must understand who you are and what specifically you do.

He raised questions like “How are you better at what you do than others in your industry?” “What’s your competitive advantage?” Even – “What makes you lots of money?”

Another important thing when explaining what you do is to respect your audience. You would want them to respect your time, wouldn’t you? You need to be succinct and get your most important points across in a timely and meaningful fashion.

Also important is making sure we get our message across so they truly understand what we can do for them. This is why talking about your personal background offers us a chance to learn so much more about what makes you the successful and interesting person you are. What makes you better than all the others at do what you do? And it allows them to want to work with you because we are thinking all on the same wave length.

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## **Weekly Newsletter**

[www.prospectorsclub.com](http://www.prospectorsclub.com)

**January 22, 2015**



**WE ARE AT DEER CREEK CC,  
7300 WEST 133<sup>RD</sup> ST., OPKS;  
MEET UP AT 7 AM; BREAKFAST  
AT 7:25; SPEAKER AT 8 AM.**

### **SPEAKERS SCHEDULE**

See Page 3

**REFERRALS, IDEAS,  
SUGGESTIONS, AND  
“POSITIVE  
REINFORCEMENTS”**

**Bill Emerson, Member  
Emeritus**

See Page 4

**THANK YOU’S  
See Page 6**



## UPCOMING SPEAKER SCHEDULE

Here is a list of our upcoming speakers. Please note some events are evenings or away from Deer Creek CC.

### ARE YOU INTERESTED IN JOINING PROSPECTORS?

Give Chris Pickering, our Membership Chairman a call at 913-647-9019 or email at [cfp@pickeringlawfirm.com](mailto:cfp@pickeringlawfirm.com) before you visit our group so we can make sure there are no category conflicts with our current members.

January 22<sup>nd</sup> – Sheri Mortko will guide a discussion on updating our Prospector Club Bios at Deer Creek CC.

January 29<sup>th</sup> – Open

February 5<sup>th</sup> – Jeff Morgan of Morgan Miller Plumbing at Deer Creek CC.

***SNOW POLICY***  
**IF THE SHAWNEE MISSION**  
**SCHOOL DISTRICT**  
**CANCELS CLASSES DUE TO**  
**INCLEMENT WEATHER, WE**  
**WILL NOT HAVE**  
**BREAKFAST THAT**  
**MORNING – PLEASE CHECK**  
**OUR LOCAL TV STATIONS**  
**OR RADIO STATIONS THE**  
**MORNING OF OUR**  
**MEETINGS.**



**REFERRALS, IDEAS, SUGGESTIONS, AND “POSITIVE REINFORCEMENTS”**

**THIS SPOTLIGHT MEMBER OF THE WEEK** is Bill Emerson, Member Emeritus. Let's change our focus a bit and give a member each week at least *one referral, or a suggestion or idea to help them improve their business.* Really try and give Bill the best information you can. New ideas, thoughts, or referrals. And Bill - *you be OPEN to accepting all the benefits we are ready to give you.* Here's his info: - phone is 913-980-3534 and email is [billeme@kc.rr.com](mailto:billeme@kc.rr.com)

**Trivia Question:-**

**What actor / actress died in a Porsche Spyder?**



**QUOTE OF THE WEEK**

change your thoughts and you change your world.

**LAST WEEK'S TRIVA QUESTION ?**

A phrenologist feels and interprets features of the skull.

## *How To Be Focused On What Your Message Should Be To Those That Care.*

*Con'd from Page 1*

Chris wanted to make sure that when we begin to prepare telling others what we do and about our businesses, we need to make sure it is understandable. Sometimes less is more, so the simpler we tell our story, the better.

And also, what is a good referral for each of us? The best thought is to find out what it is that makes you money as well as what it is that you LIKE to do? If you can arrive at a happy medium here, you are on your way to a successful endeavor.

What we should truly take away from all this is how important it is to communicate in an easy to understand

manner so that our "personal sales force" can do their jobs well, and get us the kinds of referral business we want to conduct.

This week we will take that a bit further and **Sheri Mortko** will discuss how we can start by updating our biographies on the Prospector website, and by doing that, you will begin that process that will carry over to your businesses.

So remember, make sure we know who you are personally, make sure you have skin in the game, and for goodness sake, know it is all about networking STUPID!

## ***WHY NOT BE A PART OF THE BEST NETWORKING GROUP IN JOHNSON COUNTY – COME JOIN YOUR FELLOW PROSPECTORS THIS THURSDAY***

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### **UPCOMING EVENTS:-**

#### **Ice Skating with Jeniffer and Sara this coming Friday**

**When: Friday January 23rd, 2015**

**Time: 5:00-7:00pm (you can skate until 10:00pm, but need to be there by 7:00pm for your admission/rentals to be paid for by us)**

**Where: The Ice at Park Place, 11565 Ash Street, Leawood, KS 66211**

**Feb. 6<sup>th</sup> – Darryl Hawkin's Annual Open House** (always the first Friday in February) – More details to follow. – Save the date!

### Prospector's Breakfast Club

Attendance and Thank You's Meeting Date: 1-15-15

**PLEASE PLACE "X" IN FRONT OF NAME IF ATTENDING MEETING**

Adams, Linda Alan H, Alan G, Bev, Sean, Keith, Chad  
Ann, Bryan  
Airey, Douglas

Ashurst, Chase & Amy Chris P, Jen S, Doug A, Phil G, Mike J, Alan H, Mike B,  
Keith S.  
Beckner, Pat

Bell, Jim Alan H, Bev W, Chris P, Jeff M, Keith S,  
Pat B  
Belzer, Dan

Boehringer, Kevin

Bovard, Zach Phar, Steiniger, Williamson

Brosseit, Mike Jeanne, Alan, Matt Phar

Brown, Erin Matt Phar, Sheri, Chris P, Ken Eidson, Mike Darby, Janet Stone,  
Beverly Williamson

Cocherl, Stephanie Rick Wolverton, Mike Darby

Cunningham, Rick

Darby, Mike Dan Holk, Ken Eidson, Matt Phar, Jean Shelton, Keith Steiniger, Jeff Mason  
Kevin York, Chris Pickering, Kevin York, Linda Adams  
Dayal, Vivek Cliff O'B, Rich S

Douglas, Kyle

Eckinger, Bill

Eidson, Ken

Emerson, Bill

Felton, Dr. Sean JOHN KENWOOD, JANET STONE, BRYAN LAPP, MIKE DARBY, RICH SIRNA,  
ROD FOSTER, ANN WILKINSON, KATH STEINIGER

Foster, Rod Jean Shelton, Sean Felton, Keith Steiniger,  
Jim Bell

Giordano, Phil Mike M, Jeff M, Sean, Alan H, Keith S.

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98  
X3



PLEASE PLACE "X" IN FRONT OF NAME IF ATTENDING MEETING

- Goodheart, Alan Zach BOVARD, CHRIS/MARGOT PICKERING,  
MIKE BRUSSEIT, LINDA ADAMS
- Goodheart, Bruce \_\_\_\_\_
- Hardin, Das \_\_\_\_\_
- Hawkins, Darryl SANINET, CHRIS P, KENNY JIM B JEFF MICK B NECS BRYAN D
- Heriford, Alan Chase A, Chris P, Das H, Jim B, Keith S, Kyle D, Linda A,  
MEAD, M. K. B, Neil S, Pat S, Phil G, Rich S, Rick W, Sheri M, Zach B
- Holk, Dan MIKE DARBY
- Holland, Ed \_\_\_\_\_
- Hutchison, Ed \_\_\_\_\_
- Kennedy, John F. Linda Adams, Sheri Mortko, Rick Wolverton, Kevin YORK,  
Neil Spencer, Sean Felton
- Knapp, Bruce \_\_\_\_\_
- Lowe, Mark \_\_\_\_\_
- Meilott, Mike Gerardo, Wolverton, Sirna, Morgan, Williamson
- Morgan, Jeff Rick Wolverton, Mike Darby, Dan Holk,
- Mortko, Sheri ERIN, RICK W, KEITH S, ALAN H, NECS,
- O'Bryan, Cliff V. V. C, Beverly W.
- Oettmeier, Dr. Bert Beverly Williamson
- Phar, Matt Uwe, Zach, Mike B, Keith, York, Darby, Cliff, Rapp  
Srin B, Chris P, Alan H
- Pickering, Chris \_\_\_\_\_
- Rapp, Bryan P. K. W, Beverly Williamson, Matt P, Zach B, Uwe T, Ken E, Sean F, Darryl H, Keith
- Shelton, Jennifer Heriford, Felton, Steiniger, Sirna, Wilkinson, Darby  
ASHURST, Williamson
- Sirna, Richard Coach YORK, Kenneth Mortko, Wolverton, Steyer, J. Torsting  
Pickering, Gerardo, Stone, David, Harold, Keith, Gudrun Morgan
- Spencer, Neil DOUG AIREY, ALAN HERIFORD, JOHN KENNEDY,  
Sheri MORTKO, Kevin YORK
- Steiniger, Keith Darby, York, Wolverton, Adams, Heriford, Shelton, Mortko  
Pickering, Sirna, Bell, Felton, Foster, Morgan, Holk, Brusseit

**PLEASE PLACE "X" IN FRONT OF NAME IF ATTENDING MEETING**

\_\_\_ Stone, Janet \_\_\_\_\_

X Terstriep, Janine York, Stone, Pickering, Brossier, Adams,  
Wilkinson, Sierra

X Trondson, Chad B Raff, R. Wolverton

\_\_\_ Webb, Tyler \_\_\_\_\_

X Wilkinson, Ann Chris Pickering, Janet Stone, Guineia Shelton

X Williamson, Beverly Berto, Linda A, Chris P, Jim B, Jen S, Keith S, Phil G,  
Mike Mellott, Janets, Cliff O., Matt P.

\_\_\_ Wolverton, Rick \_\_\_\_\_

X York, Kevin Matt P, Keith S, Mike M, Alan H, John K, Darryl H, Neil S.

**GUESTS**

Name	Name of Business	Your Position (owner, sales, etc.)