

Networking is like farming.

MBX Merced Education

A farmer in the Midwest was famous for his winning corn crops. He had won the State Fair several times in a row because of the quality of his harvests.

A newspaper reporter, wanting to find out the farmer's secret, scheduled an interview. "What is your formula? Do you use special seed?"

The farmer said that he did use special seed and that he developed it himself.

"So that's your secret. You plant better quality seed than your neighbors?" The reporter thought he had stumbled on a great story of oneupsmanship.

The farmer went on to explain that he gave his seed away to his neighbors.

"You give it to your neighbors?" The reporter was incredulous. "No one does that!"

The farmer explained that his crop is pollinated from the fields around his own. If there is poor corn in those fields, it will affect the quality of his own. "So I give my seed away. It insures that there is good seed growing all around my own."

"That's why I have such good corn crops and why I've won the State Fair several times in a row."

Farming is a better metaphor than hunting for what we do at MBX. If you take the hunting approach to building business, you have to work really hard and continually to get the business. You have to produce great ads and promotional materials, seek out your prey, and then make sure your aim is dead on.

Hunting is lonely business and is a one-by-one proposition. Planting seed is exponential. The result is the pollination of an entire field when the wind blows gently or a bee loads up with pollen. Much easier.

So if you want to see your business grow in the MBX way, do your homework, give away your seed, and watch the results.