

About the Study

THE PARTICIPANTS

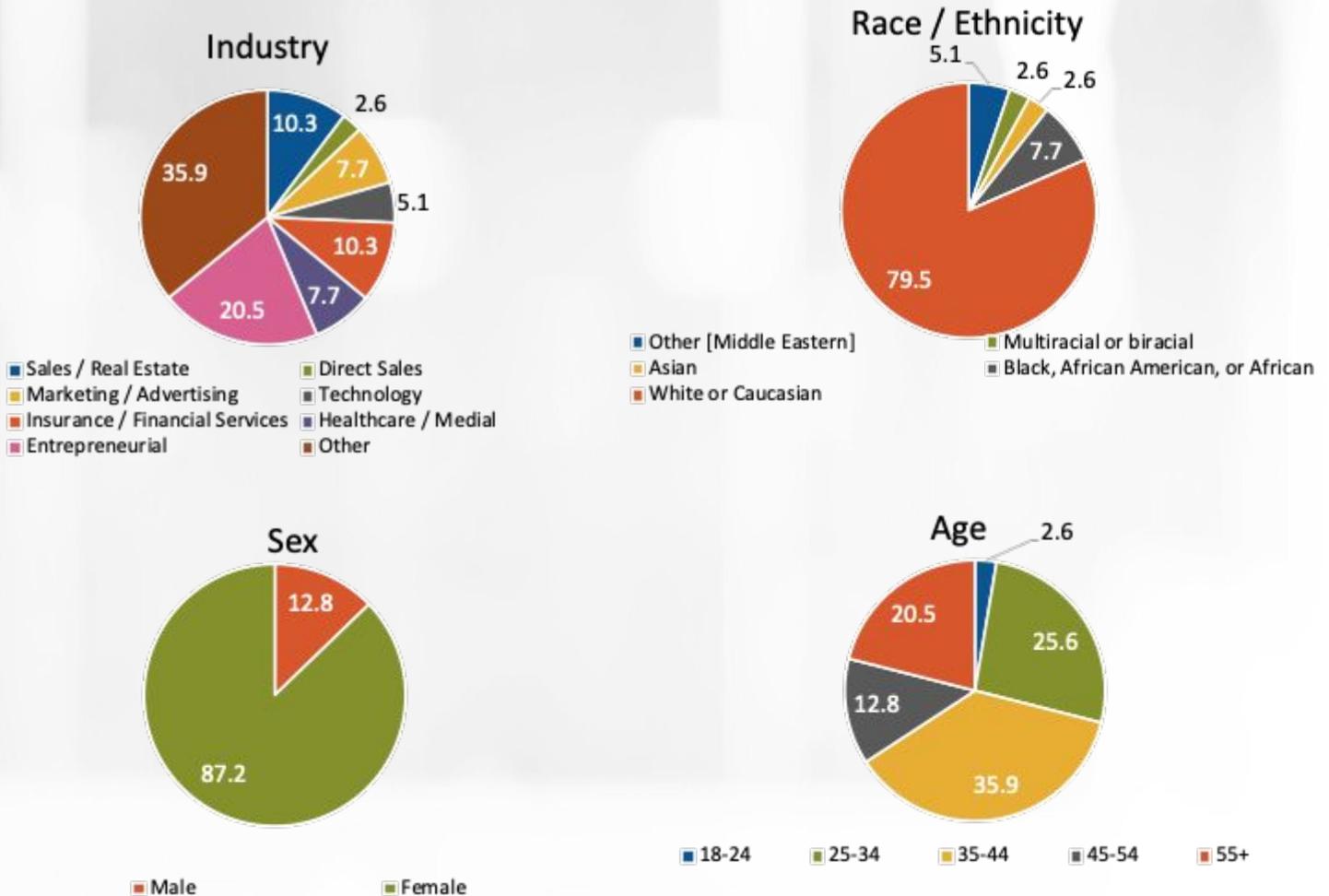
Individuals from across the US agreed to participate in this study to evaluate the short-term and long-term outcomes of following the Zero to 100 networking process. The participants in the study were assessed through baseline measurements of their past networking activity, success, and challenges prior to having access to the manuscript of *Zero to 100: The Gold Standard of Global Networking*. After completing the baseline measurements, the participants were given access to the manuscript and completed weekly surveys to track changes in their networking activity, success, and challenges over the course of 12 weeks.

The improvements gained are not based on *how much of the book* participants read nor how much time they dedicated to networking or maintaining their networks. *The improvements are correlated to how closely participants followed the principles of the book.*

Simply put, *the closer they followed the principles of the book, the better the results in their networking.*

A) Participant Statistics

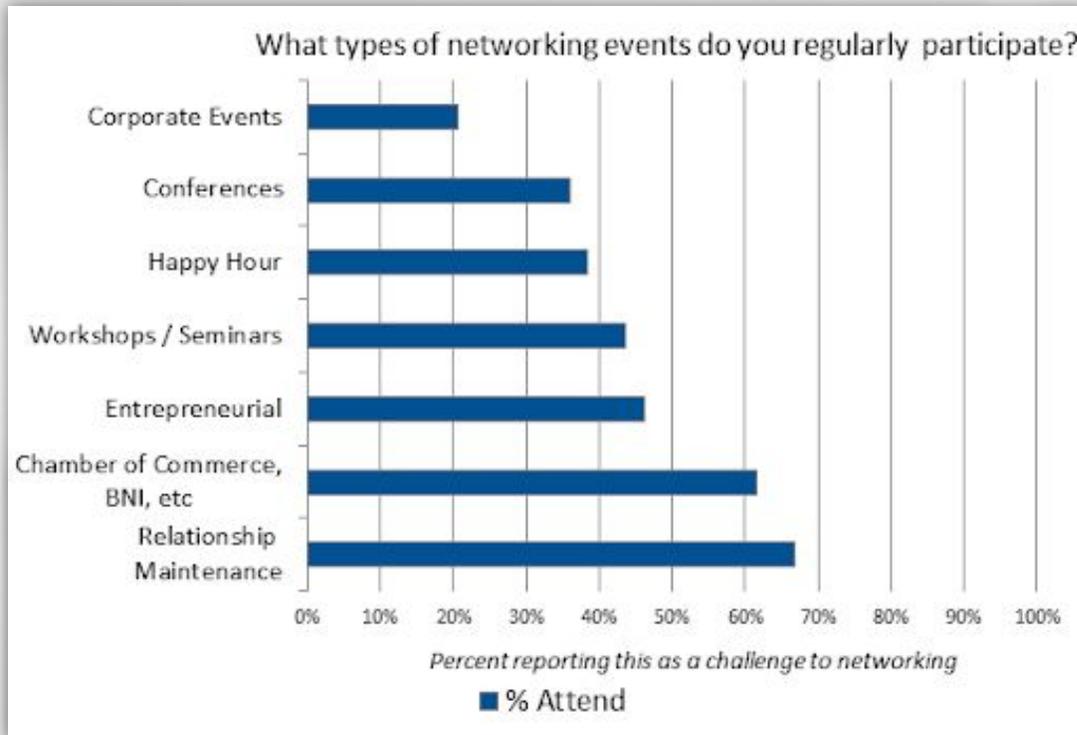
39 Individuals who participated in the study had the following characteristics:



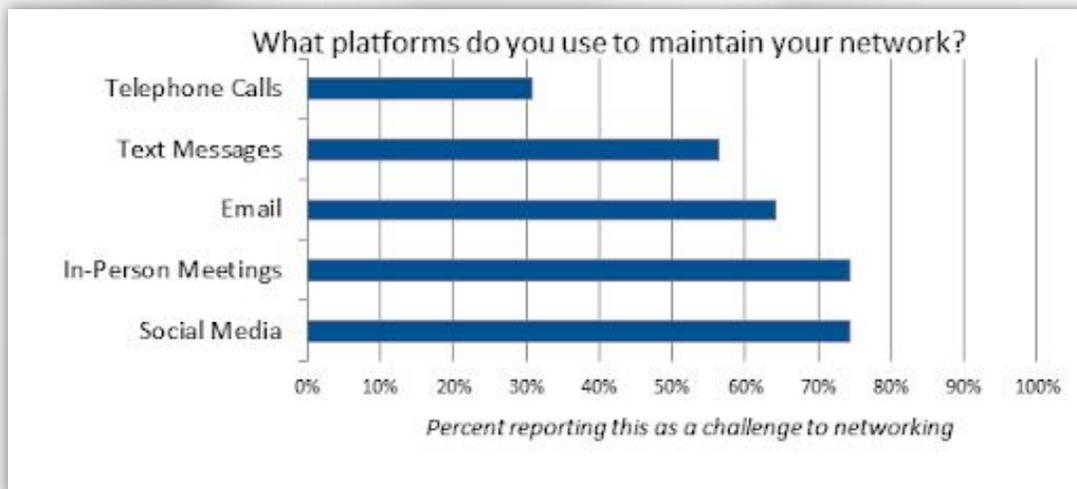
About the Study

THE PARTICIPANTS *Continued*

B) Types of Networking Events Participants Attended



C) Types of Networking Events Participants Attended



THE RESEARCHER

Daniel Schmidt is a Behavioral Scientist who works as a Research Project Manager at Pennsylvania State University. He has an interest in organizational culture and previously worked as Counterintelligence Agent for the US Army. Daniel has a lifetime undefeated record at thumb wrestling.

Summary of Results

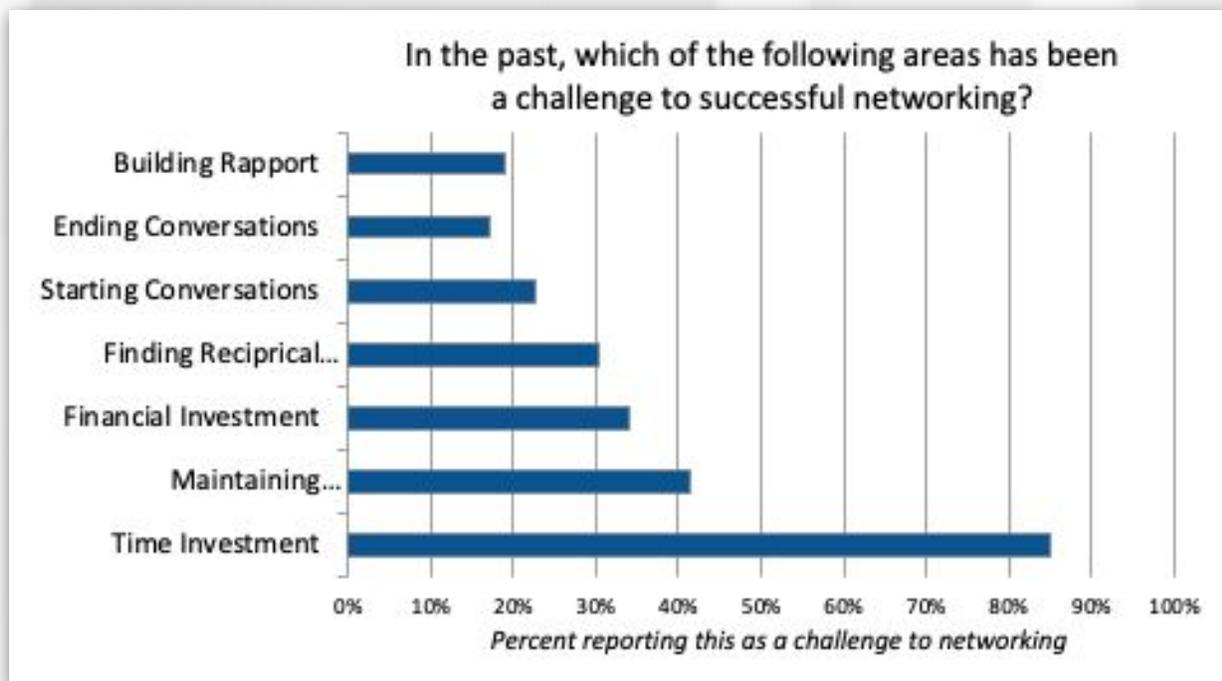
SUMMARY OF BASELINE STUDY RESULTS

(Before Participants Read the Manuscript)

A) Challenges

“Challenges” is a broad reference to specific networking challenges including Starting Conversations, Ending Conversations, Building Rapport, Maintaining Relationships, Reciprocal Relationships, Time Investment, and Financial Investment.

- 85% of participants reported Time Investment as being a challenge to successful networking
- 42% of participants reported Maintaining Relationships as being a challenge to successful networking
- 34% of participants reported Financial Commitment as being a challenge to successful networking



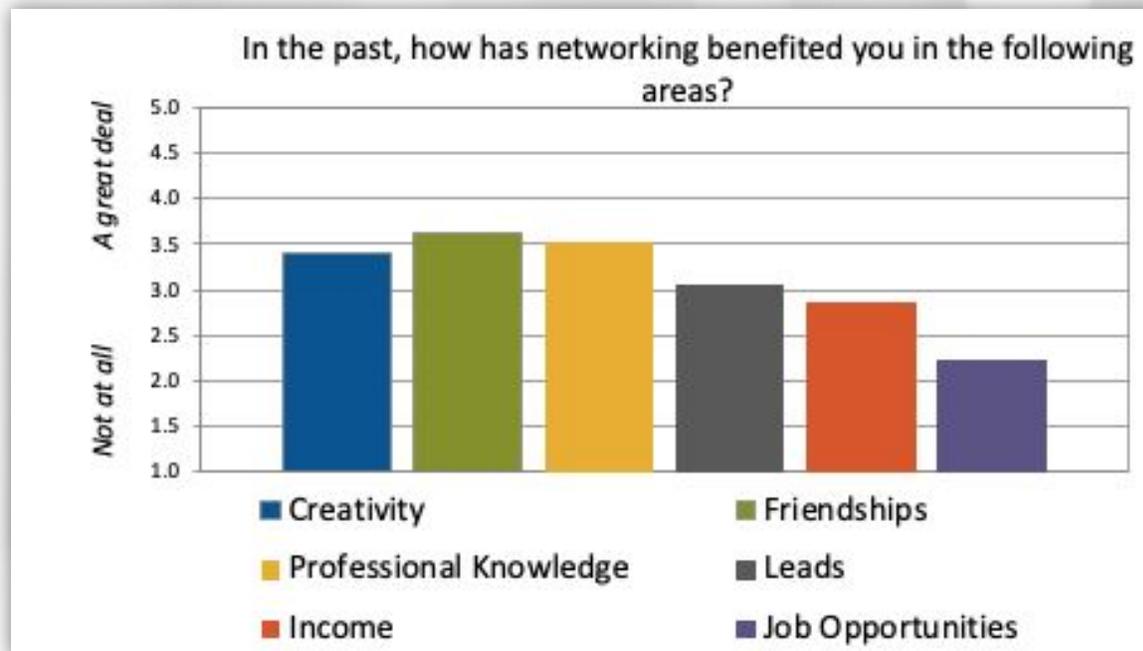
Summary of Results

SUMMARY OF BASELINE STUDY RESULTS *Continued*

B) Benefits

“Benefits” is a broad reference to specific networking benefits which include Leads, Income, Job Opportunities, Creativity/Perspective, Professional Knowledge, and Friendships.

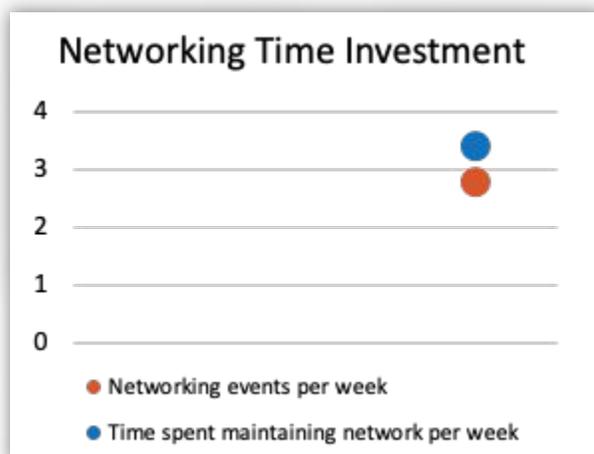
- Friendships was rated the top benefit of networking
- Professional Knowledge was rated the second biggest benefit of networking
- Creativity was rated the third biggest benefit of networking



C) Networking Time Investment

“Benefits” is a broad reference to specific networking benefits which include Leads, Income, Job Opportunities, Creativity/Perspective, Professional Knowledge, and Friendships.

- Participants attended 2 or 3 networking events per week
- Participants spent 10 to 20 minutes per day maintaining their network



Weekly Change Measurement

WEEKLY CHANGE MEASUREMENTS

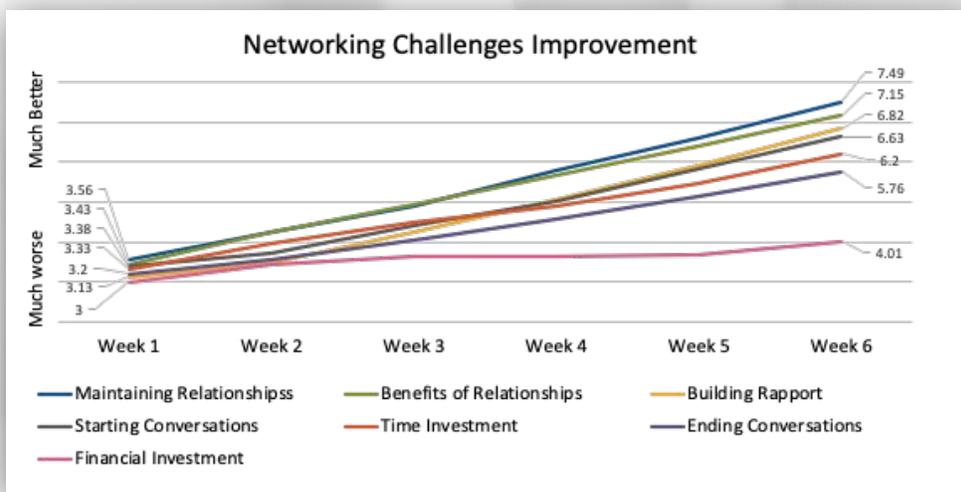
(How the Networking Habits of Participants Developed Over 12 Weeks with the Manuscript)

A) How Challenges Changed Over 12 Weeks

Participants rated their response to the following statement each week: "In the past week, as a result of reading Zero to 100, please rate how each of the following challenges to networking have changed."

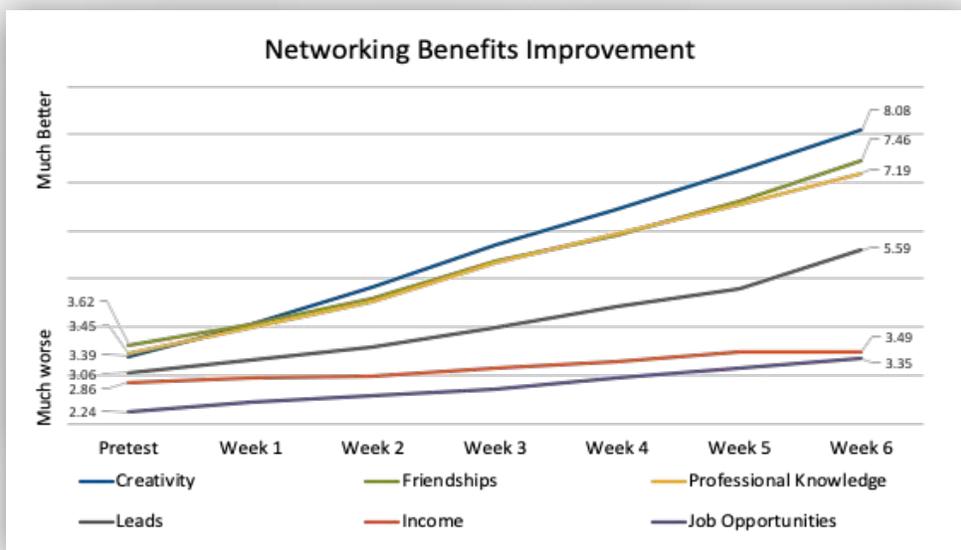
The participants showed significant improvements in many of the aspects of networking that most new networkers find especially challenging.

- Participants found that the Time Investment was 311% easier by the end of the study
- Participants found that Reciprocal Relationships was 384% easier by the end of the study



B) How Benefits Changed Over 12 Weeks

Participants rated their response to the following statement each week: "In the past week, as a result of reading Zero to 100, please rate how each of the following areas have changed."



Study Results

STUDY RESULTS

Participants were asked to measure improvements in the following categories:

- Financial Improvement
- Professional Development
- Social Development

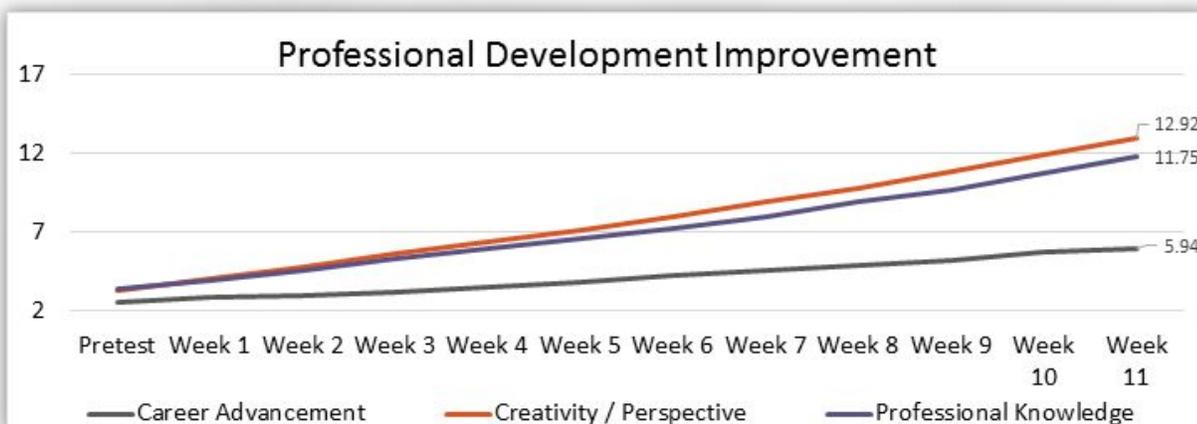
A) In areas of Financial Improvement, participants showed

- 279% increase in Leads
- 212% increase in Job Opportunities
- 170% increase in Income



B) In areas of Professional Development, participants showed:

- 391% increase in Creativity/Perspective
- 344% increase in Professional Knowledge
- 234% increase in Career Advancement

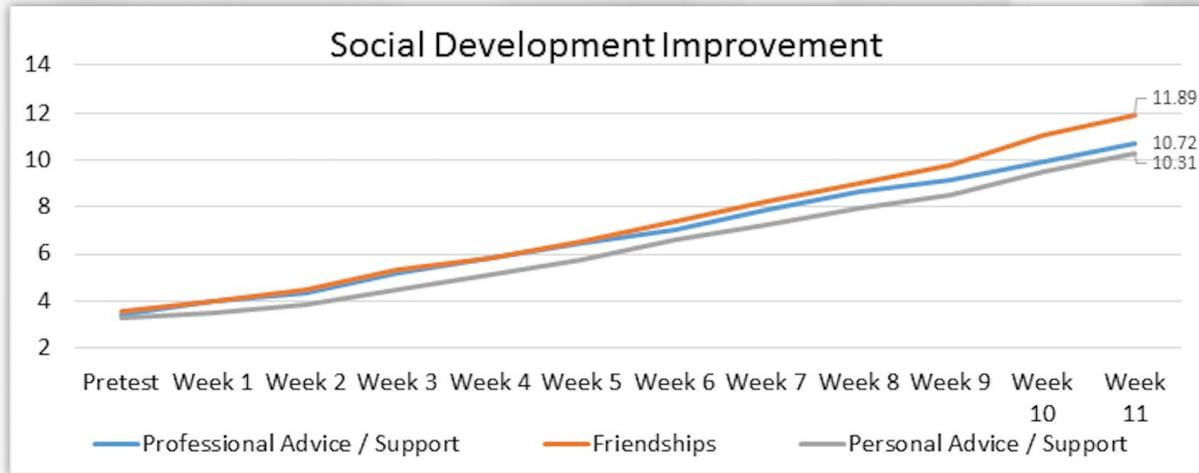


Study Results

STUDY RESULTS *Continued*

C) In areas of Social Development, participants showed:

- 357% increase in Professional Advice/Support
- 328% increase in Friendships
- 317% increase in Personal Advice/Support

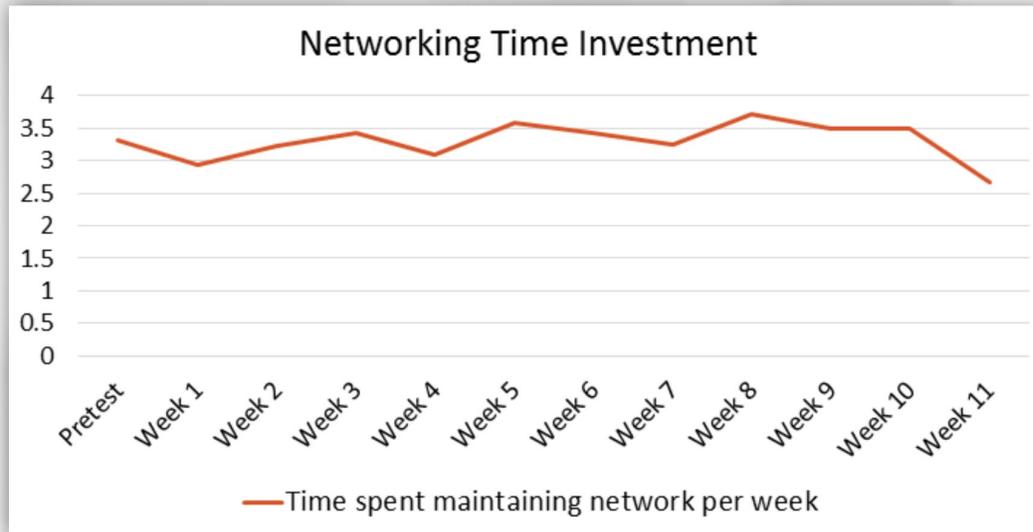


Causes in the Changes in the Study

CAUSES IN THE CHANGES IN THE STUDY

A) What Did NOT Cause the Changes

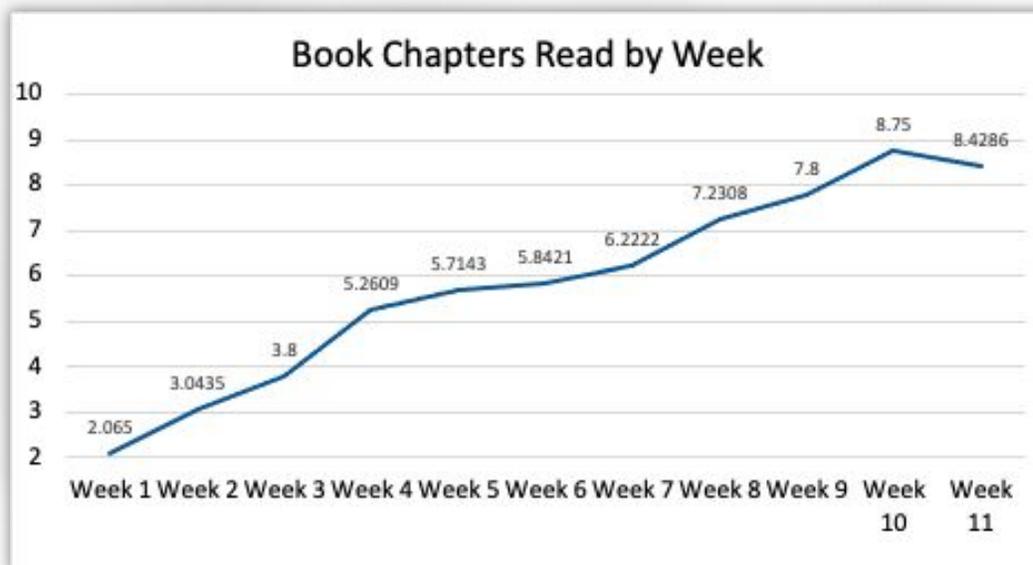
1. The change was not a result of an increase in Networking Time Investment. Participants were generally consistent throughout the study, taking 10-20 minutes per day to maintain their network and attending 2 to 3 networking events per week.



Correlation		
	Challenges	Benefits
Networking Events	.204	.220

Correlation		
	Challenges	Benefits
Time Maintaining	.241	.263

2. The change was not a result of more book chapters read over the course of the study.



Causes in the Changes in the Study

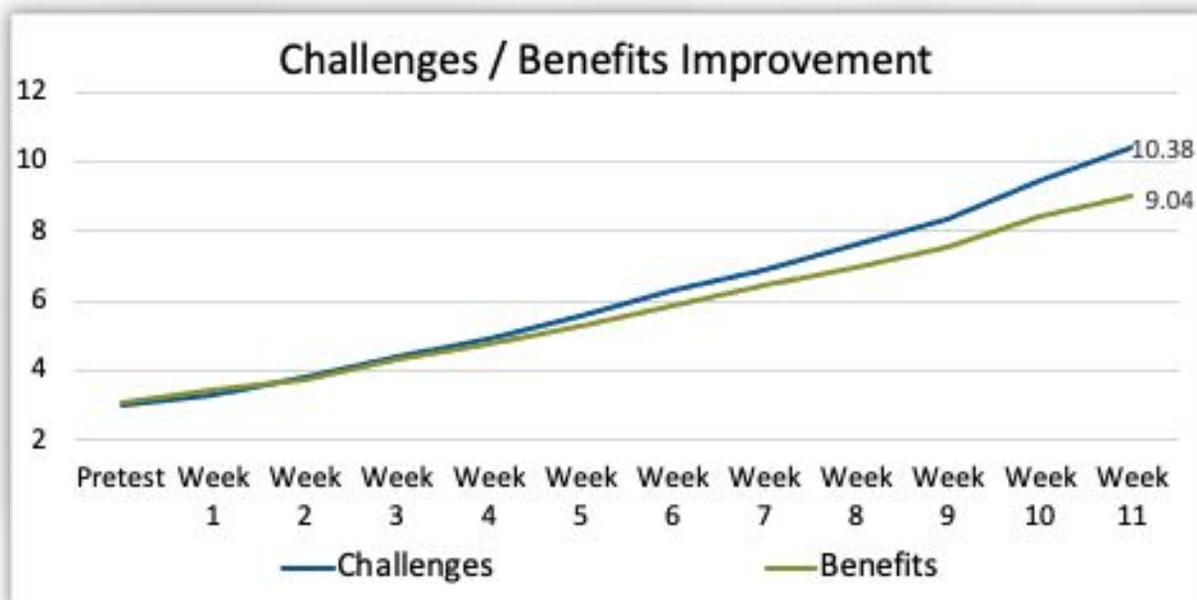
CAUSES IN THE CHANGES IN THE STUDY *Continued*

B) What DID Cause the Changes

1. All of the success and improvement is directly tied back to a single question participants responded to each week: "In the past week, how closely have you followed the principles of networking in Zero to 100?"

Correlation		
	Challenges	Benefits
In the past week, how closely have you followed the principles of networking in Zero to 100?	.438**	.460**

2. Overall, participants showed a decrease in the challenges of networking and an increase in the benefits of networking throughout the course of the study.
 - 19.1% of the improvement to challenges shown in the graph were directly caused by respondents following the principles in the book
 - 16% of the improved benefits shown in the graph were directly caused by respondents following the principles in the book



Participant Feedback

PARTICIPANT FEEDBACK

A) How has Zero to 100 added value to your networking in the past week?

“Having read Zero to 100 in its entirety, I am really excited to break it down and put it (to) use. I finally feel like I am understanding how I can best make a difference and help others through the process of networking.”

“It really helped me evaluate what type of networker I want to partner with. And, to know who is really serious about wanting to work at a REAL-ationship versus attend coffee and never speak to me again.”

B) How has Zero to 100 helped you overcome a potentially challenging situation in the past week?

“I met with a senator and would typically not know exactly what to say but utilized the book’s principles of networking and was much more open to simple communication and listening as opposed to trying to sell him.”

“I was faced with the decision of renewing my membership with my current networking organization I am in. The text in this book affirmed that this group was still conducive to both my personal growth and business development.”

C) Have you had any successes in the past week that you do not believe could have been achieved without having read Zero to 100?

“I do not believe I could have achieved the tremendous growth in my referral business without the insight that I gained from Zero to 100. The principles that it outlines are simple to follow, important to recall, and will make a significant difference in your business as your ability to make and maintain strong referral partnerships develops.”

“I reached out to someone who was going to follow up with me and didn’t, so I met with him and he is hiring me for some additional work to help him out.”