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The Difference Between Being Interested and Being Interesting



Hey, everyone! Ezra Firestone here for Smart Marketer Mindset. Today we're talking about a networking tip that will change the way that you relate to the people around you and will increase your networking and communication skills in general.

It's the difference between being interesting and being interested. In our culture, in our society, we're taught that being interesting people, having cool stories to



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tell, doing cool things is what's going to have people like us and is what's going to have us be successful in our relationships and in our communications. But it's actually the opposite of that that's true.

Being interested in the people around you, having your attention not on yourself, but on the people around you and the person that you're talking to, is what's going to have you have a successful interaction with someone. The way to do it is to genuinely take your attention off of yourself and put it on the person and ask them interested questions.

Interested questions are questions that keep the attention on them and they don't bring your viewpoint into it. If someone has a nice shirt on, instead of saying, "I like your shirt. Where did you get it?" You would just say, "Where'd you get your shirt?" because that keeps all the attention on them.

The same goes for your customers in your business. The best way you can serve your customers is by being genuinely interested in them. If you're genuinely interested in the problems and conversations that are relevant to your customers, you will figure out solutions no one else will figure out; or you'll be able to put together products other people won't be thinking about, because your interest is in that community of people.

Try being interested in the people around you. Try asking interested questions and see if that doesn't serve you. That's the number one strategy that you can use to



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increase your networking skills. When you're out at an event, when you're meeting people on the streets, when you're in a forum; wherever you are, be interested in the people around you. Take the attention off of yourself and put it on the people, and look for how you can best serve them.

People want attention. Attention is currency in this society. People pay for attention. If you can genuinely put your attention on other people and look for ways to serve them and genuinely be interested in what's going on in their business and in their life, you will stand out amongst the crowd.

In our society, attention is currency. So take your attention off of yourself, put it on the people around you, and see how that changes your interactions with the people that you deal with. Let me know what you think after you've given it a shot.

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