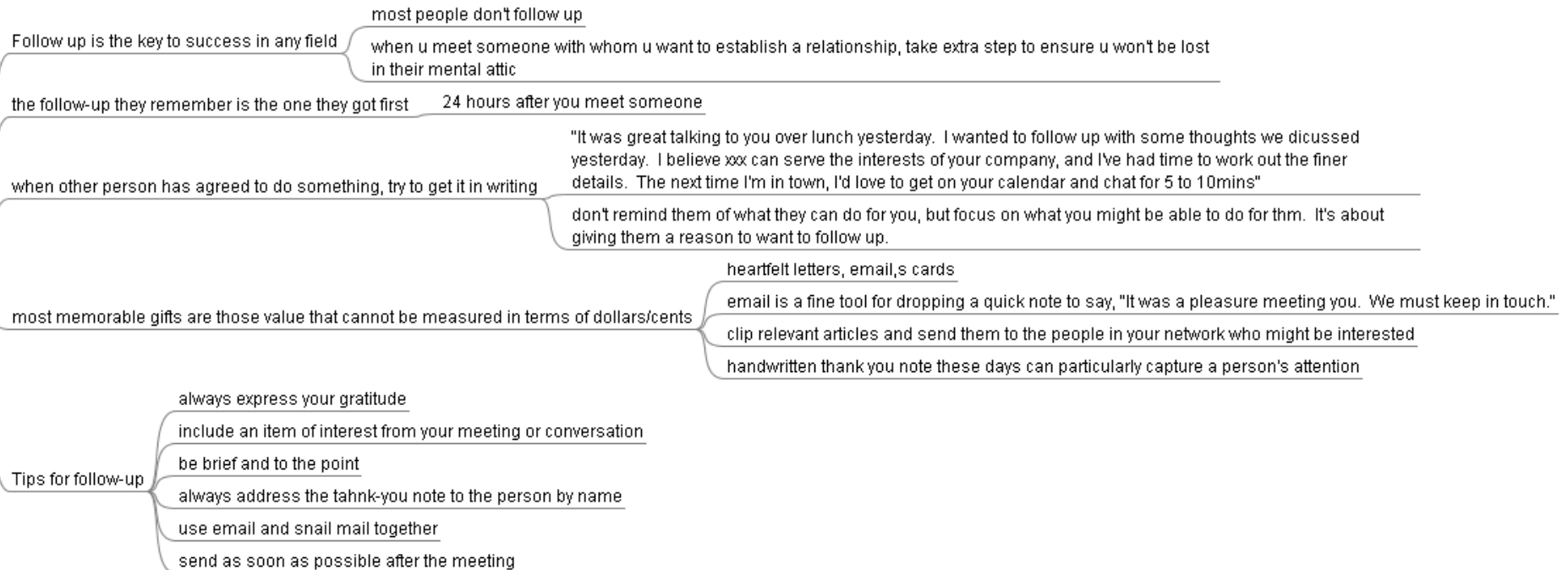


Never Eat Alone (Ch 13-17)

5/5/09

Ch. 13 – Follow-up or Fail



Ch 14 – Be a conference commando

don't just be an attendee; be a conference commando!

simple ROI analysis

what is the likely return I'll get from the relationships I establish and build equal to or greater than the price of the conference and the time I spend there?

Conferences are not the place to find insights

real learning mostly comes from experience, books, and other people

place to extend your professional network and on occasion, get deals done

should be busy setting up 1:1 meetings, organize dinners, meet as many people as possible

1. Help the organizer (better yet, be the organizer)

once u are inside, u can find out who will be attending and what hot events will be

you'll find yourself at all those unlisted dinners/cocktail parties

usually the organizer is generally overworked and stressed out and will welcome helping hand

become a speaker

easiest and most effective ways to get yourself, your business, and your ideas seen, heard of, and remembered

2. Listen. Better Yet, Speak

Practice at Toastmasters International

studies after study shows that the more speeches one gives, the higher one's income bracket tends to be

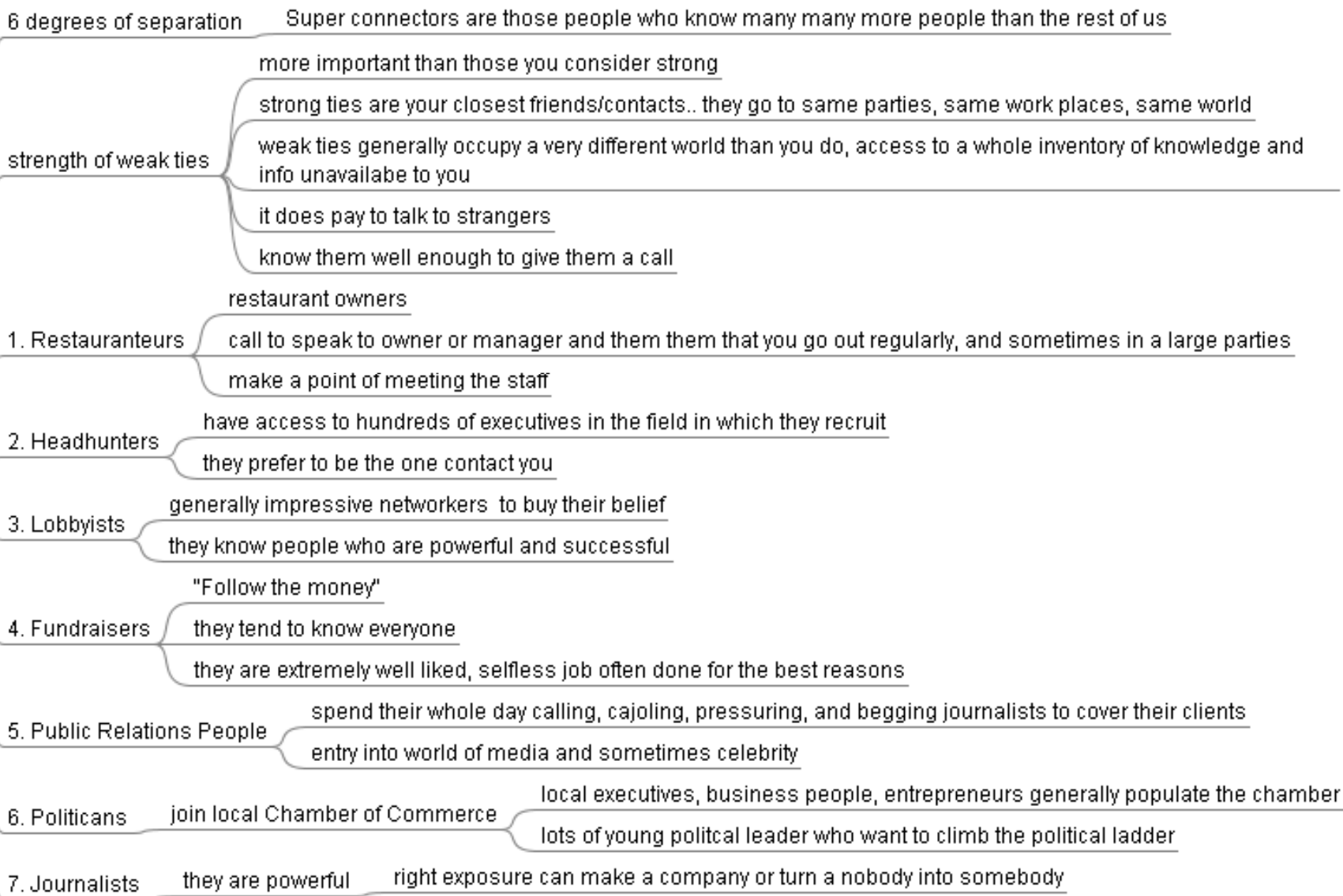
as a speaker, you have special status, making meeting people much easier people treat you as experts, instant credibility

Or when sessions open up for questions, try and be among the 1st people to put your hand in the air opportunity to get seen y entire audience

Ch 14 – Be a conference commando

3. Organize a conference within a conference
 - arrange your own dinner while at conference or put together an informal discussion on a particular topic
 - nice nearby restaurants and send out pre-invites to a private dinner
4. Draft off a big kahuna
 - must remember to talk with speakers before they hit the stage
- 5 Master the deep bump
 - 2 min you're given with someone you're bumping into
 - goal is to leave the encounter with an invitation to reconnect at a later time
 - Deep bump are an effort to quickly make contact, establish enough of a connection to secure the next meeting, and move on
 - build trust and rapport in those 2 min.. don't sell
6. Know your targets
 - list of 3 or 4 people you most like to meet in your pocket
 - jot down what you talked about and make a note about how you are going to contact later
7. Breaks are no time to take a break
 - breaks are where the real work happens at a conference
 - gather near the entrance/exit or food

Ch 15 – Connecting with Connectors



Ch 16 – Expanding your circle

connect your circle with someone else's

host events together and share contact list win/win

Ch 17 – The Art of Small Talk

we've all struggled with fear of walking into a room full of complete strangers and having nothing to say

conversation is acquired skills. it can be learned.

GPA had no bearing on success verbal fluency is
those who can confidently make conversation with anyone in any situation
more successfully you use language, the faster you get ahead in life

Goal is simple: Start a conversation, keep it going, create a bond, and leave with other people thinking, "I dig that person"

Be yourself best icebreaker is few words from the heart

Learn the power of nonverbal cues about 10 seconds before a person decides, subconsciously, whether they like you or not
in that short period of time, we don't exchange a lot of words; our judgement is mostly based on non-verbal communications

Ch 17 – The Art of Small Talk

Tips

give the person a hearty smile. "I'm approachable."

good balance of eye contact

unfold arms and relax

nod your head and lean in

learn to touch person other person's elbow

Be sincere

Develop conversational currency

be prepared to have something to say

keep up with current events

cultivate some niche interests/hobby/passion

Mirror the person you are talking to to build rapport

Small talk needs to end on an invitation to continue the relationship establish a verbal agreement to meet again, even if it's not business

Learn to listen one should seek first to understand, then to be understood