

Never Eat Alone

Section 3: Ch 18-21

5/19/09

Ch 18: Health, Wealth, and Children

Try to find out what motivations drive that person often comes down to 3 things

1. Making Money
2. Finding Love
3. Changing the world

Everyone you meet, is an opportunity to help and be helped

no one gets ahead in this world without a lot of help

only way to get people to do anything is to recognize their importance and thereby make them feel important

every person's deepest lifelong desire is to be significant and be recognized

Loyalty means staying true to someone thru thick and thin

"Every man I meet is my superior in some way. In that, I learn of him." Everyone had something to teach him whether it's secretary or CEO

Milken

"there are three things in this world that engender deep emotional bonds between people. They are health, wealth, and children.

There are a lot of things we can do for other people: give good advice, help them wash their car, or help them move. But health, wealth, and children affect us in ways other acts of kindness do not.

When you help someone thru a health issue, positively impact someone's personal wealth, or take a sincere interest in their children, you engender life-bonding "loyalty"

sometimes all it requires is taking an interest and providing emotional support

Health diet tips, particular vitamin or supplement that has helped you and pass it on to others

Wealth help people find jobs, help them connect with the decision maker, be their referrals

Children people's children mean everything to them

mentor kids

most people take clients out to entertainment to build loyalty it's a trap

stronger if you help them address issues that matter to them the most

Ch 19: Social Arbitrage

Think about how you're going to make everyone around you successful

social arbitrage: a constant and open exchange of favors and intelligence

Think of it as a game

whenever someone mentions a problem, try to think of solutions (solutions from experience/knowledge and tool kit of friends and associates)

Real power comes from being indispensable. Indispensability comes from being a switchboard, parceling out as much info, contacts, and good will to as many people - in as many different worlds - as possible

How much you give to people you come into contact with determines how much you'll receive in return

successfully connecting with others is never about simply getting what you want. It's about getting what you want and making sure that people who are important to you get what they want first.

Make a point of knowing as many people from as many different professions and social groups as possible

Is it what you know or who you know that leads to success?

It's both

who you know determines how effectively you can apply what you know

Dale Carnegie

You can be more successful in 2 months by becoming really interested in other people's success than you can in 2 years trying to get other people interested in your own success.

Ch 20: Pinging – All the time

80% of building and maintaining relationships is just staying in touch

pinging = quick, casual greeting and can be done in number of creative ways

Pinging does take effort u have to keep pinging and pinged or else ur network will wither or die

We are overwhelmed with so much info in our minds and only remember the most recent data Becoming front and center in someone's mental Rolodex is contingent on one invaluable little concept: repetition

Pinging Frequency People you're contacting to create new relationship need to see or hear ur name in at least 3 modes of communication - email, phone, face to face, before there is substantive recongition

Once u have gained some early recongition, phone call or email at least once a month

If want to transform contact into a friend, need a min of 2 face-to-face meeting outside of office

Maintaining a secondary relationship requires 2 to 3 pings a year

most are short calls to say Hello purposely call off hours to leave on voice mail

send email constantly using Bkberry personal events like birthdays and anniversaries

Find a way to ensure that you'll contact people regularly without putting too much strain on ur schedule

Pinging Tips **Value added Pinging** provide something of value in you communication

congratulate on promotion, good financial quarter, has a child

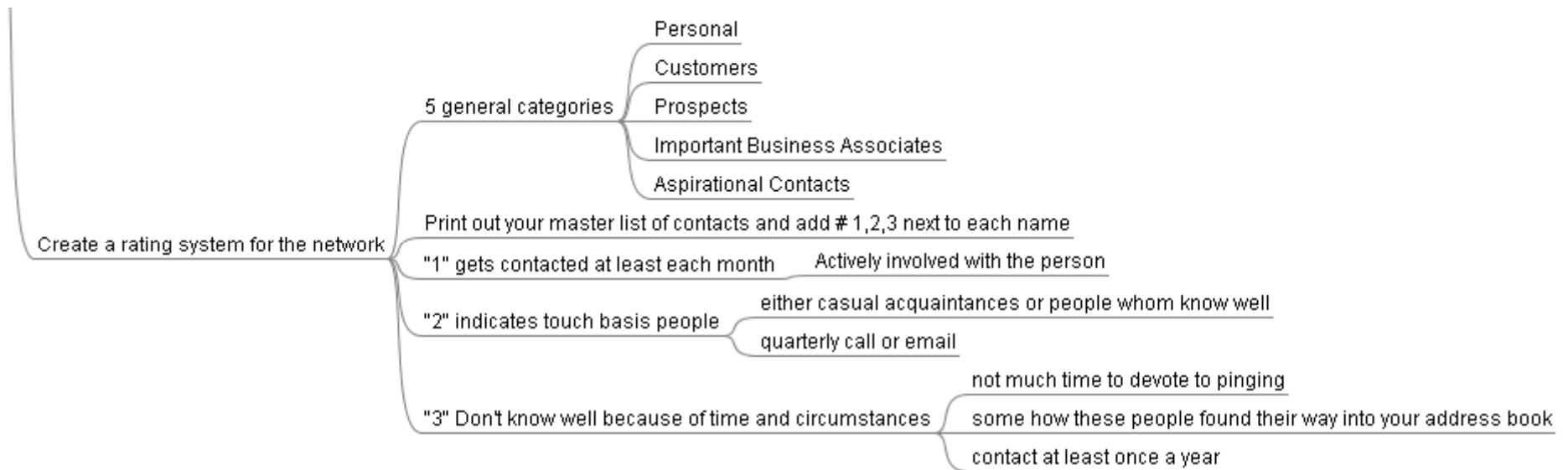
send relevant articles, short notes of advice, small tokens that convey that you are thinking of them and are willing to help

pinging during birthdays still more effective than holidays more people ping during holidays (not as personal)

It's your day, and it has been since u were a kid

Everyone cares about his or her birthday

Ch 20: Pinging – All the time



Ch 21 Find anchor tenets and feed them

Strongest link have been forged at the table

power of a shared meal in ur own home==> to comfort, nurture and connect people

doesn't have to elaborate food

- simple wines, but plenty of it
- appetizers, set out chips and salsa, or dip with veggies
- get some salads and roasted chicken from deli
- for dessert, buy some cookies and ice cream and keep wine flowing

attracting a good mix of people that would expand ur social horizons and get a reputation that would keep people coming back

But randomly inviting strangers (expecially strangers who hold diff level of prestige and experience) is rarely effective

those people want to hang around people of their own background, experience, or social status
corporate cafeteria, admin sits with admin, executives sit with executives

To overcome this herd mentality, use concept called Anchor Tenant

they have different experience and know different people
invite 1 or 2 anchor tenent

6 to 10 quests is the optimal to invite to dinner

Thur night are wonderful days for dinner parties

doesn't cut into people's weekend plans and yet folks are willing to go a little late knowing that they have only 1 day left in the work week

Ch 21 Find anchor tenets and feed them

1. Create a Theme i.e. mother's meat loaf recipe, a holiday, black tie, vegan food, specific music
2. Use invitations get invitations out early so people can have a chance to plan accordingly so you'll know who is and who is not coming
3. Don't be a kitchen slave
 - if u can't hire a caterer, either cook all the food ahead of time or just use takeout
 - if low budget
 - make one large dish (stew or chili) that can be prepared a day or 2 ahead
 - serve it with great bread and salad
 - keep wine flowing
4. Create atmosphere
 - candles, flowers, dim lighting and music set a good mood
 - have a great center piece to the dinner table
5. Forget being format KISS = Keep it Simple, Silly
6. Don't seat couples together put people together who don't know each other but perhaps share an interest of some kind
7. Relax if you're having fun, odds are that they will too