

Never Eat Alone

Ch 22-25

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Welton Hong

Ch 22 – Be Interesting

"Would I want to spend an hour eating lunch with this person?"

Tips

Squeeze some time into your schedule to keep up with what's going on in the world.

Pay attention to interesting tidbits you hear, and work to remember them so that you can pass them on to people you meet

subscribe to New York Times or Wall Street Journal

have expanded view inside and outside of your expertise

Be a person of content. Have a unique point of view

don't be just another generalist. Have unique point of view (an expertise)

in every step of your career, have some expertise, some content that differentiated you from others and make you unique

gain credibility and visibility in your field

learn something, become expert at it, and teach it

you got to figure out what exceptional expertise you're going to master that will provide real value to your network and your company

10 tips on helping you on your way towards becoming an expert

1. Get out in front and analyze the trends and opportunities on the cutting edge

identify the people in your industries who always seem to be out in front, and use all relationship skills you've acquired to connect with them. Take them to lunch. Read their newsletters.

Read everything you can (online/offline) distill the info, analyze it, and summarize it in your own opinions

subscribe to magazines, buy books, and talk to smartest people you can find.

2. Ask seemingly stupid questions

if u ask questions that are like no other, u get results that are unlike any that the world has seen.

3. Know yourself and your talents

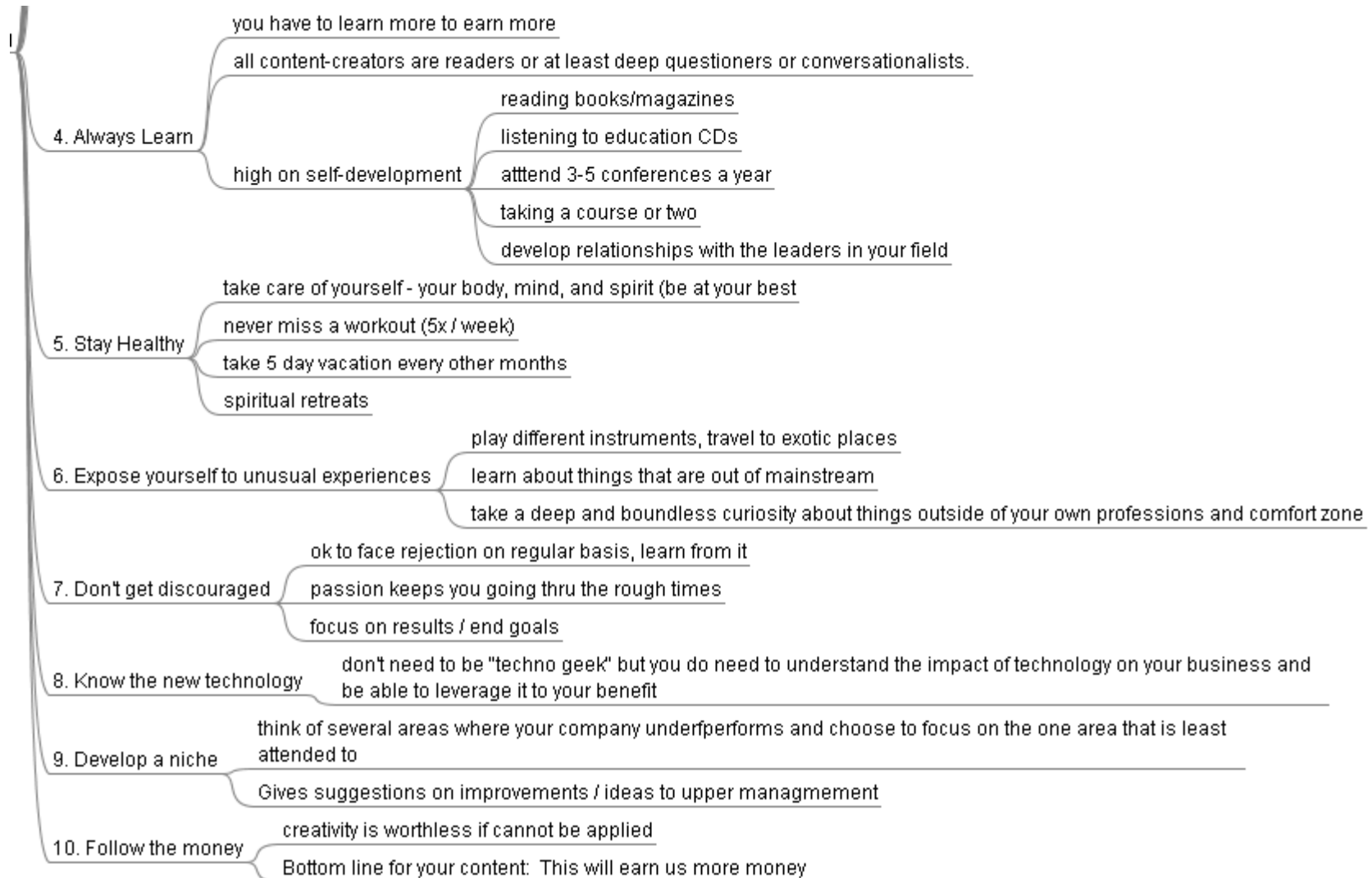
do not work obsessively on the skills/talents you lack, but to focus and cultivate your strengths so that your weakness matter less

80/20 rule

80% focus on strengtening your talents

20% on getting better at your weakkness or learn to manage your weakness

Ch 22 – Be Interesting



Ch 23: Build your brand

a brand called YOU

a powerful brand - not built on product but on your own personal message

your content will become the buiding star of your brand, helping to integrate all your connecting efforts around a uniform and powerful mission.

Good personal brands do 3 highly significant things for your network of contacts

1. provide a credible, distinctive, and trustworthy identity
2. build compelling message
3. attract more and more people to you and your cause

to be distinct or extinct

be the CEO of your own life

every job you have, make an effort to brank yourself as an innovator, a thinker, a salesman, and someone who can get things done

to become a brand, you got to become relentless focused on what you do that adds value

do faster and more efficiently

document the process and offer to your boss as something all employees might do

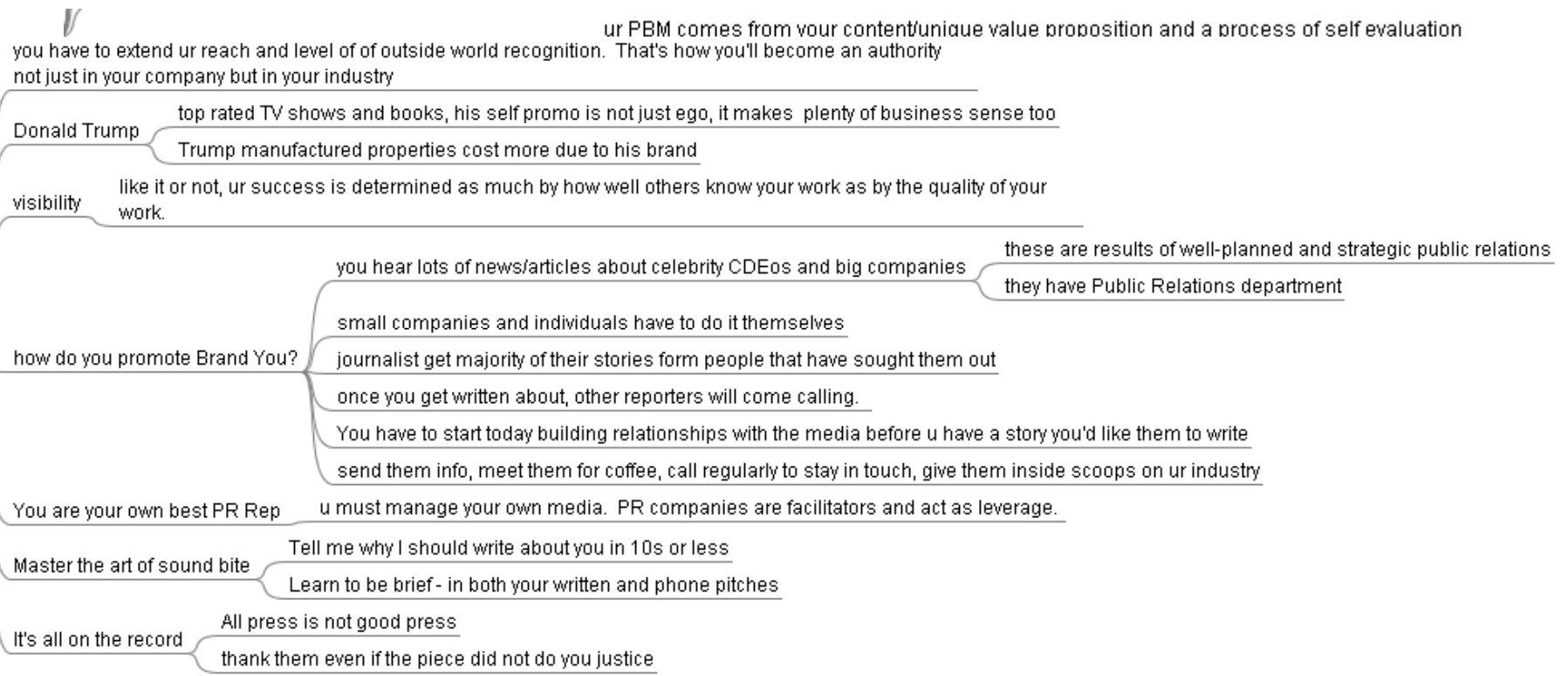
initiate new proejects on your own and in your spare time

search out ways to save or make your company more money

you can't do all of this if you're solely concerned with min risk, respecting the chain of command, and following your job description to the letter.

persue WOW factor in everything you do

Ch 24: Broadcast your brand



Ch 25: The Write Stuff

writing articles can be a great boost for your career

it provides instant credibility and visibility

it can become a marketing tool to create relationships with highly respected people and helping you develop a skill that's always in high demand.

There's no secrets, just keep on writing and writing

call industry leaders, top experts to interview them.