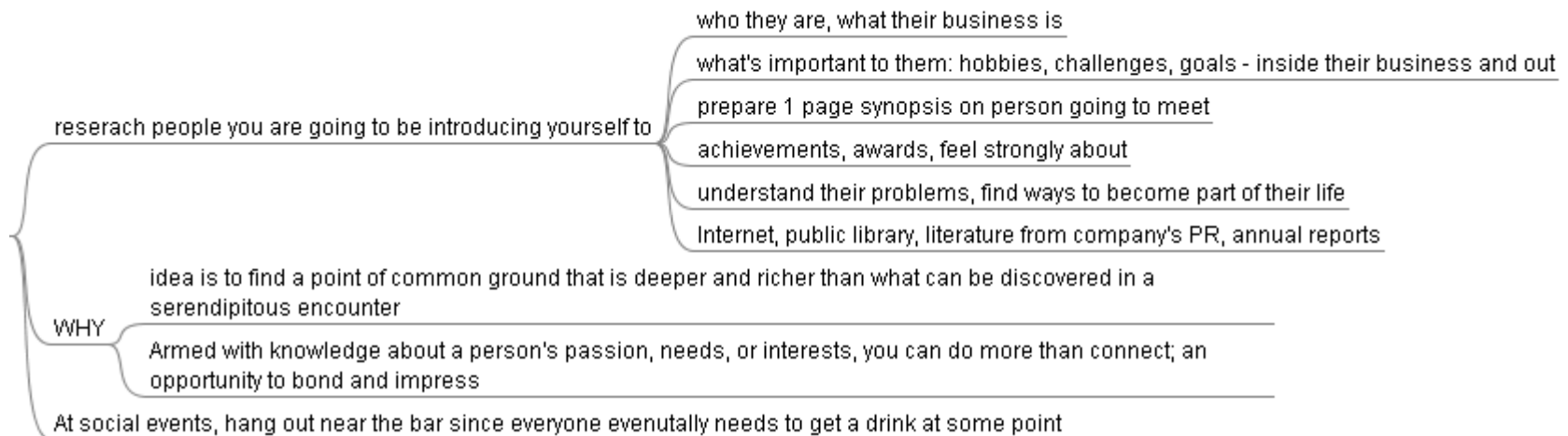


Never Eat Alone

Section II: The Skill Set
Ch 7-12

4/21/09

Ch 7: Do your homework



Ch 8 Take Names

After figuring out what your mission is and where u want to get to, next step is to identify the people who can help you get there.

create a list of names

tap into your existing network: relatives, friends of relatives, colleagues, members of professional/social organizations, current/former clients, friends, neighbors, schoolmates, coworkers, teachers, people provide services to you, etc

add people who you want to know industry experts

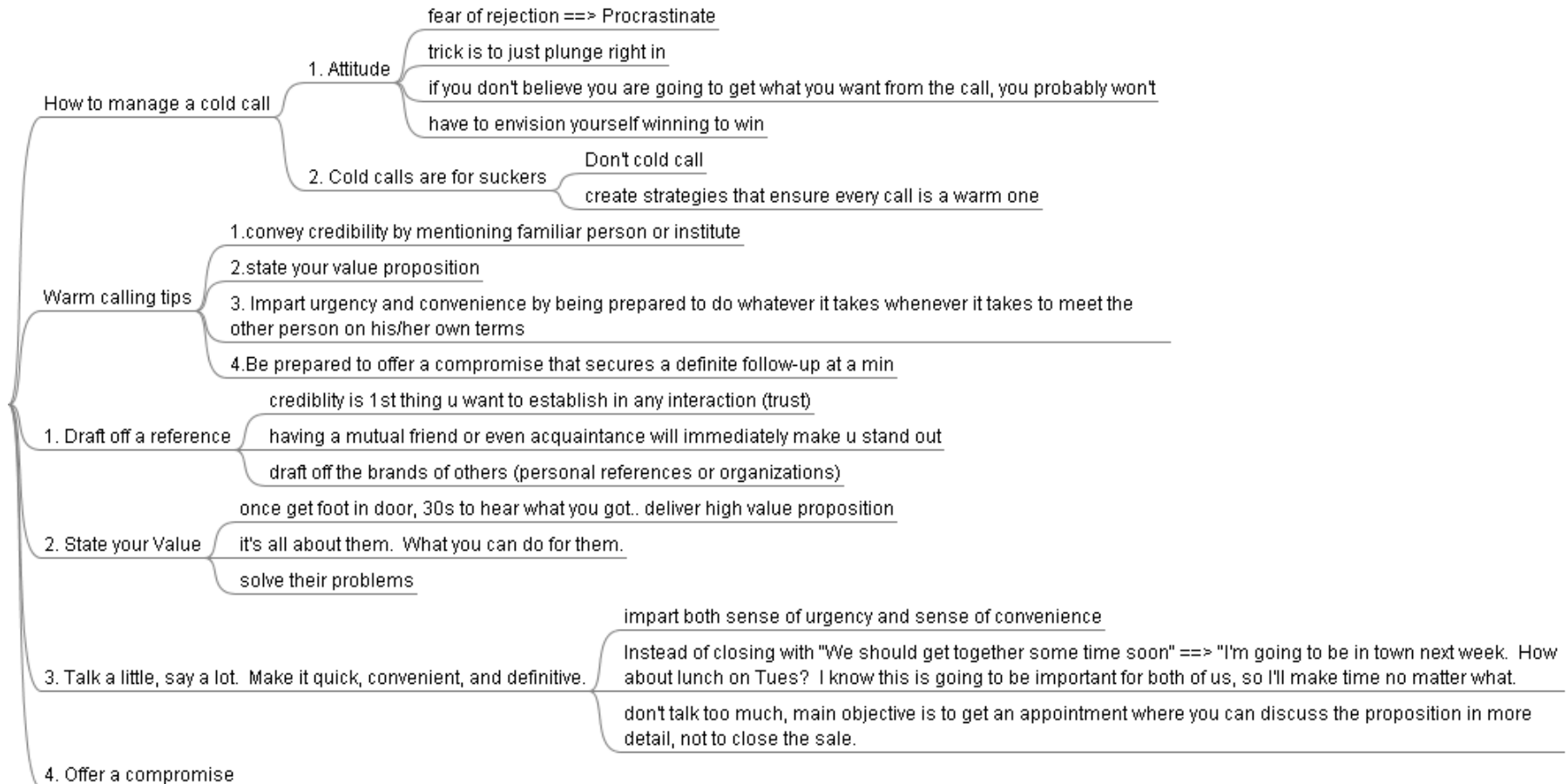
add spirational contacts those extremely high level people outside of your industry but are interesting or successful
artists, actors, head of goverment, media

enter the gathered names into a database

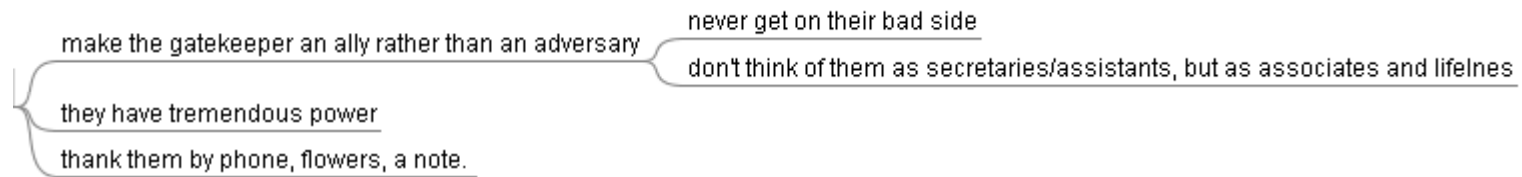
create call sheets by industry or region, listing people you know and those you like to know when in that part of town, try to phone them

print out and carry these lists around wherever you go

Ch 9 Warming the Cold Call



Ch 10 Managing the Gatekeeper - Artfully



Ch. 11 Never Eat Alone

should always be reaching out to others, over breakfast, lunch, whenever

keep your social and conference and event calendar full must work hard to remain visible and active among your ever-budding network of friends/contacts

don't clone yourself, clone the event

invite all of them out to dinner together able to catch up with all of them

have short 1:1 before or afterdinner

help them broaden their circle of network too

Ch 12: Share your Passions

when it comes to meeting people, it's not only whom you get to know but also how and where you get to know them

1st class section on an airplane

Friendship is created out of quality of time spent between two people, not the quantity

power of shared passion in bringing people together can be seen today in rising trends of blogs, twitter, etc.

pay attention to matching the event to the particular relationship you're trying to build

1. 15min and a cup of coffee

2. Conferences

3. Invite someone to share a workout or hobby

4. Meals (food breaks the ice)

5. Invite someone to special event

6. Entertaining at home