Never Eat Alone Summary

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- Start connecting
  - Can't get there alone. In fact, you can't get very far at all.
    - no one gets ahead in this world without a lot of help
  - build it before you need it
    - start building future clients today
      - where the top people in that industry hang out
      - hang out with this new circle of people
      - get to know them as friends first rather than potential clients
    - volunteer your services for free at first to build up the network
  - It doesn't hurt to ASK
    - worst anyone can say is "NO"
  - Create a list of people you want to meet
  - 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
  - Conferences/Clubs
    - 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
    - Volunteer at the events to get to know the organizers and speakers
  - Try to find out what motiviations 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
    - 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
    - invite clients/prospects into their your homes to have dinner, meet their family, and understand how you can really help your clients as individuals

- Power of generosity
  - when you help others, they often help you.
  - don't keep scores
  - By putting people in contact with one another, by giving your time and expertise and sharing them freely
  - Think about how you're going to make everyone around you successful
- Do your homework
  - reserach people you are going to be introducing yourself to
    - who they are, what their business is
    - what's important to them: hobbies, challenges, goals - inside their business and out
    - prepare 1 page synopsis on person going to meet
    - achievements, awards, feel strongly about
    - understand their problems, find ways to become part of their life
    - Internet, public library, literature from company's PR, annual reports
- Follow Up or Fail
  - Follow up is the key to success in any field
    - most people don't follow up
    - when u meet someone with whom u want to establish a relationship, take extra step to ensure u won't be lost in their mental attic
  - Within 24 hours
  - when other person has agreed to do something, try to get it in writing
  - Thank You Mail
    - use email and snail mail together
  - 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
    - pinging = quick, casual greeting and can be done in number of creative ways
  - 80% of building and maintaining relationships is just staying in touch

- Master Art of Small Talk
  - conversation is acquired skillls. 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"
- Form your own clubs to start to associate/connect with like minded people
- fly with the eagles, not with chicken
  - choose your circle wisely
  - love your family, chose your peers
- Focus on goal setting early
  - successful people all know what they want in life, and they go after it
  - part of strategy is to establish relationships with people who can help u get there
  - Create personal board of advisors
    - look for accountability partners
    - look for role models / mentors