

Title: Never Eat Alone

Author: Keith Ferrazzi

Summary:

Keith Ferrazzi does a good job of helping the reader to understand the importance of being connected and how anyone can become a connected person. Connection is all about helping others to get what they want. Sound familiar, well it should as it is a time proven principle that works.

Top take away points –

- If you want to be a member of the club one of the most important things for you to realize is that success is about working with other people not working against them. Connecting is about sharing your knowledge and resources, time and energy, friends and associates, and empathy and compassion in a continual effort to provide value to others. Providing value to others is the foundational key to being and getting connected. As a natural occurrence people do business with the people they like and know and we usually like the people who have helped us along the way. Real networking is about finding ways to make other people more successful.
- Don't keep score just realize that the good that you do will come back to you. It is important to both give and ask for help. In general, successful people like helping other people to be successful. Introduce the people in your network to each other. Work at maintaining your relationships.
- The more specific you are about where you want to go, the easier it becomes to develop a networking strategy to get there.
- Build your connections before you need them. Reach out and develop strong relationships before asking others for their help meeting new people. The more new people you know, the more opportunities will come your way.
- Sometimes you just have to be audacious. The higher your tolerance for risk the higher your propensity for success.
- Don't speak unless you have something of value to say or something to offer. Networking isn't about schmoozing it's about helping. You want to make genuine connections with people you can count on.
- If you want to truly help and truly connect you will want to do your homework. Find out as much about the other person as you can by listening and researching them and their business. Your goal is to create a blossoming friendship.
- Warm your calls through the connections you've made, state your value proposition, create urgency and convenience by being prepared to do whatever it takes to meet with the other person, and be prepared to offer a compromise that secures a definite follow-up.



- When you meet someone take the extra step to follow up so you won't be forgotten. Make your follow up 12-24 hours after the meeting. Mention something from your conversation and focus on what you might be able to do for them. Don't forget to keep the person that helped you to make the connection in the loop.

Review:

**What's good-**

Not only does Keith cover networking/connecting basics, but he also covers the higher level more complicated means of connecting. More complicated topics include: dinners, conferences, and connecting with other super connectors. For those who wish to become a super connector, this book is literally a connector's how to.

**What's might not be so good-**

There is no question that being connected is important and helping others is the key to your own success. I would caution though that you do need to make a living so this is something to add to your tool kit not something to replace your sales activities. Connections don't reduce your need to create and actively manage your own sales funnel, but they can sure make the process a whole lot more efficient.

Measured Success Inc.  
5062 S. 108<sup>th</sup> St. # 326  
Omaha, NE 68137  
402-926-1134