

# Never Eat Alone

Wednesday, June 02, 2010  
10:16 AM

Start: 10:15 - 10:37  
11:36 - 12:26

(22)  
(50)  
77 min

Margaret Mead - "Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has."

"connected life" = new tools, but a timeless goal  
(Linked In, Blogs, social networks..?)

"Balance" is bull shit - doing what you love doesn't feel like work

"To teach is to learn again"

Be sure to tell mentors how they impacted you.

You always benefit from belonging to something larger than yourself

~~★~~ Find a mentee

⓪ Who are my life advisors?

~~★~~ Thank my mentors

⓪ What are the orgs/clubs that I should be a member of?

★ Get on a nonprofit board

★ Learn to sail so I can take people out

★ Speak at a conference/event

★ Organize fundraisers (3-10 ea. yr)

⓪ Young President's Organization

"As long as you're going to think anyway, think big."  
- Donald Trump

- Use writing an article as an excuse to setup interviews

Success is determined by how well others know your work as well as by the quality of your work.

★ Develop a Personal Branding Message

(page 228-9)

"A successful brand is the promise and guarantee of a mind shattering experience each & every time. It's the email you always read because of who it's from. It's the employee who always gets

it's fun. It's 'the employee who always gets the cool projects.' (227)

"We are CEOs of our own companies: Me Inc."

"When you've figured out your content [forget the bullet pts & slide shows], tell an inspiring story that will propel your friends & associates into action"

- \* Be a Person of Content: have unique pt of view
- \* You can't outsource Content Creation

Becoming an Expert:

- 1) Analyze trends/opps at cutting edge
- 2) Ask "stupid questions"
- 3) Know yourself & your talents
- 4) Always learn
- 5) Stay healthy
- 6) Expose yourself to unusual exp's
- 7) Don't get discouraged
- 8) Know the new technology
- 9) Develop a niche
- 10) Follow the #

"Anchor Tenant" - managers, journalists, mentors,

\* Throw dinner parties!  
(6-10 guests) - bonus guests for drinks after

Dinner Party: theme, invites, handle food early so not stuck in kitchen, create atmosphere, don't be formal! , don't seat couples together

\* Ping Paul Harris  
\* Ping AI Chase

Pinging = staying in touch

- 3 modes of communication req'd initially
- monthly follow-up
- Ping 6 days!

Rank contacts:

- 1) Close friends
- 2) Important contacts
- 3) Acquaintances



Be indispensable to people

? How can I b/cw indispensable to people?

\* Every human is an opportunity to help & be helped.

Connect ... / the connectors

Journalists Lobbyists  
Politicians Headhunters  
PR people Restaurateurs  
Fundraisers

★ Who are the connectors I know?

Follow-Up! Automatic (or fail!)

★ Follow up w/ my contacts

**Deep Bump** establish enough of a con to meet again & then move on

★ Learn the Deep Bump

Quick "Keep in Touch" Activities:

- 15 min. espresso shot
- Contact people at conf or in same city
- Invite to share workout or hobby (sailing!)
- Early breakfast or drinks after work
- Special event
- Host dinner party

Schedule most meals!  
Talk to 50 people in a day!

★ Hire VA to manage my summer networking / scheduling

Respect the gatekeeper's power

★ Always write down attendee names

★ I need to nail the 2-minute Pitch!

★ Compile my list of contacts: relatives, friends, friends of relatives, colleagues...

Build your network before you need it

★ Identify a Role model

1. Identify my mission
2. List my goals
3. Form my personal board of advisors  
BASED on #1 & #2 (who identifies w/ those?)