



## **“Little Black Book of Connections - for Networking Your Way to RICH Relationships”**

Jeffrey Gitomer  
(Bard Press- 2006.)

**Summary by Bob Littell, Chief NetWeaver**

**Foreward** – Why I believe this work is so significant – **Bob Littell**

It's a great “*NetWeaving*” story how Jeffrey Gitomer and I met probably over 15 years ago. I had been reading his syndicated columns in the *Atlanta Business Chronicle* for years and had even dropped him a note or two about some of the ones which I found

especially useful. Then while planning a trip with a friend over to Charlotte – his hometown – I called and asked if we might get together and let me buy him a beer. We met and had a nice talk but nothing came of that particular meeting. It was several years later when I saw he was getting ready to come to Atlanta to do a public seminar and I approached him about ‘**piggy-backing**’ a reception following that where all the money would be donated to Junior Achievement.

He not only agreed to do that, but the following evening, he came as my special guest to an invitation-only event to help out a couple friends whose newest business location for their company, Spa Sydell, was having some challenges when Harris Teeter decided to back out of opening in their Midtown location. I’d invited a select group of friends to come to their spa location and then to hopefully spread the good word which many did.

If you turn to page 170 in the book, Jeffrey dedicates a whole section to NetWeaving mostly based upon what he actually experienced at those two events. I’ll always be eternally grateful for his promotion of the concept and now his friendship. Here’s a few sections from what he wrote.

*“As an impressionable youth, I watched my dad bring people together that he thought could ‘do business’.”*

*“What do you get from it Pop?” I asked. “Nothing and everything, son. They don’t pay me, but I am often reward by them or others in many ways.” He said. “But I don’t get it, Pop.” If you give to others without measuring, you get repaid without ever asking for it,” he stated as though it were a law of the universe. “Oh”, I said, without really understanding. “You’ll get it later, son,” he promised.. . .By osmosis, I have done the same thing. Never really thought about the right or wrong of it. Never even questioned the validity of it. Just did it. And I, too, have often been rewarded. Very often.*

*I later came to find that someone had named the philosophy “NetWeaving”. Bob Littell from Atlanta, has even written a book about it ([www.netweaving.com](http://www.netweaving.com)). Cool.*

*Wanna NetWeave? Start with your **BEST** friends, your best contacts, your best influencers, and even your best prospects. Throw a party. Doesn’t have to be big. More like a gathering with a message and a mission. **Help others first.***

*The good news is that people who think it’s a crazy idea won’t show. The better news is that everyone who does show for the event will be eager to participate. The best news is that you will have business opportunities being thrown at you left and right.*

*My philosophy of business has always been **GIVE VALUE FIRST**. People read my column and want more. Been doing that for eleven extremely successful*

*years. Plan to continue that process for the next twenty-five years or so, and then I'll quit. The net result of my column is that I make hundreds of friends by helping them. Friends that one day may turn into business. **That's NetWeaving**".*

## **Introduction**

This book, like many of Jeffrey's books, is divided into **6.5 Assets** (sort of like chapters but not really). As usual, I'll summarize much of the book, but I will also hopefully whet your appetite to own the book by teasing you with some questions and answers I don't cover in the summary.

Jeffrey's point at the very beginning of the book is important for understanding whether or not "NetWeaving" and Jeffrey's brand of '**help others FIRST**' is right for you:

*Everyone wants to be rich.*

*Although most people think being rich is about having money, rich is a description for everything **but** money.*

*Rich relationships lead to much more than money. They lead to success, fulfillment, and wealth.*

This book is one of the easiest books you'll ever read and although you'll have a summary of the book here, I would strongly recommend you have this book in your library (I mean the bathroom). It's so easy just to pick it up anywhere and read a few pages and you'll be better for having done so.

In his introduction Jeffrey talks about just **WHAT IS a Little Black Book?**

*The myth of the little black book went anywhere from powerful business people and connections that you made, to names and phone numbers of girlfriends. But its purpose was and is universal: keep the names and the contact numbers of those people most important to you. . . Today, the little black book has turned into a PDA or a laptop, or, pardon my expression, a "crackberry".*

The Little Black Book is about **connections** and **connecting** so your little black book will become a success tool, not just a numbers database.

I love this following paragraph and it's a clear indication why Jeffrey is such a fan of NetWeaving:

*Think about your most powerful connections right now. Make a list of four or five of them. (Hopefully, you have that many.) Next to each of their names, write a sentence or two about how they have helped you, and how you would like them to continue to help you. Under that, write a sentence or two about how you have helped them.*

**AHA!** *There's probably nothing to write about how you helped them. Or at least not enough.*

Here's Jeffrey's Rule of "The More the More".

*The more people are attracted to you, the more solid connections you'll make.*

*If people are not trying to connect with you, but you are trying to connect with them, that's also a report card.*

### **Asset 1 – Who Do I Know?**

Jeffrey's four (4) connection questions that unlock the answers to growth and success!

- 1) *Who do you know?*
- 2) *How well are you connected?*
- 3) *Do you know how to make a connection?*
- 4) *Who knows you?*

#### **Who do you know?**

*It's important to reflect on who you know, because it encompasses who you have known. You don't actually stop knowing them. You just become disconnected from them. And probably a bigger question would be: "Who would you like to know, but at the present time do not?"*

And Jeffrey makes a great point here about three different kinds of POWER which you gain in addition to just the 'connection'.

*There is power in who you know. Not just connection power. **Growth** power. **Success** power. Even **fulfillment** power.*

**Think of someone you know and with whom you have connected for whom one or all three of those apply.**

Jeffrey makes an interesting challenge: "Write down the names of your top 10 most personal connections". He then bets that you can't remember their phone number

although chances are more likely that you can remember their email address. In today's world, he says that email address and cell phone numbers are more important than business addresses and phone numbers.

### **How well are you connected?**

This section reminds me of my favorite PPT Slide Show – “*Life on a Train*” which you received as part of the invitation to this event. As Jeffrey points out:

Everyone has a group of people to whom they are connected.

*With these circles of influence, you may be a leader, or just a participant. . . . Sometimes you outgrow them. Sometimes you just move on. Sometimes good things happen to keep them together. Sometimes bad things happen that make them grow apart. But while they are present, they play a powerful role in your life.*

*The quality of your relationships determines their fate.*

Here's the most important part from this section and personally, I'm just beginning to learn how to ask for help.

*Many people try to do everything on their own.  
Either they feel uncomfortable using their connections,  
or they don't know them well enough to ask for the favor.*

**BIG MISTAKE!**

The object of having a circle of influence is not just to use it to climb the ladder, it's also to build relationships with those in your circle so that when you need to climb the ladder another step, they are more than willing to come to your aid.

Do you know how to make a connection?

It's a fact of life and as Jeffrey says, “*Others can help you, but in the end, if they don't help you, if they can't help you, or if they're unwilling to help you, then you gotta help yourself.*”

The first step according to Jeffrey to successfully network is to be **aware** and **prepared**. He also adds that all connections are powerful and will lead to sales but as the saying goes, “*You never know where they will lead*”.

And here's a statement right out the NetWeaver's handbook and the NetWeaver's pyramid of trust building:

*Savvy and confident people begin a connection with casual conversation, engaging questions, and meaningful dialogue, so that they can get to know the other person.*

*The object of connecting, and making a connection, is to make a good one. And a friendly one. You might call it a solid connection. A connection where you left a favorable impression. One that someone else might talk about after your initial connection is over.*

It's not who you know, it's who knows you

Jeffrey offers 17.5 tips on how to make this happen and these are some of the best basic starting points for anyone new, or old, to the science and art of networking. I'll try to put a word or two of explanation after each but these alone are reason enough to buy the book and study these regularly:

1. **Be friendly first, and everything else falls into place.** People do business with people they like. SMILE.
2. **Project your self-image in a way that breeds confidence in others.** It's your handshake, your dress, your hair to your shoes. What's your self-image?
3. **Your ability to look someone in the eye as you speak to them is a tell-tale sign of your own self-respect.** Make eye contact (Note. there are some non-U.S. cultures where this may not be appropriate).
4. **Your consistent positive attitude will breed positive responses and positive results.** Positive attitude needs to be there all the time, in the background, as fuel to run your engine.
5. **No connection is made without some form of risk.** Being prepared can help lower the risk but, "no risk, no nothing".
6. **Ninety percent of success is showing up prepared.** CAUTION: preparation requires work. Homework. Before hours and after hours.
7. **The less you focus on your motive to meet, the more likely it is that your connection will be successful.** First seek friendship and acceptance. Drop your agenda and focus on connecting, not extracting.
8. **Take a genuine interest in other people before you ask them to take a genuine interest in you.** Do you have a list of questions prepared in advance that will bring you an understanding of who you're meeting with?
9. **The sooner you can find something in common with the other guy, the sooner all the barriers will disappear.** The link is not the secret. Finding it is. Your closest friends connections – some things you share in common.
10. **The higher up the ladder you go, the more cautious people will be of your advances.** Everyone wants to make powerful connections. A bigger question is: do the powerful people want to make a connection with you? **Go slower.**
11. **Your projected image will often determine your ability to make a real connection.** It's not 'class', it's 'first class'. How are people referring to you behind your back?

12. **People judge you by every action you take.** You can't just look 'first class'. You have to act it. Do you always do what you say you're going to do?
13. **Provide value.** Do you always provide as much value as you expect to get?
14. **Transferring your message with EXCELLENT communication skills.** How good are you at making your message compelling enough to act upon?
15. **Staying in touch is more important and more valuable than making the initial connection.** *As those who have heard me speak, this is one of the most important points he makes. It's often the 'follow up' and even more importantly – it's the 'follow through' (I define as the quality and creativity with which you follow up) which solidifies the connection.*
16. **Since you don't know what day a powerful connection will be made, you must be ready every day.** Do you make new connections every day?
17. **Your present reputation determines your future fate.** Reputation is a continuous building process.
- 17.5 **Be yourself. Talk real, act real, be real, and you will find that others will do the same in return.** Dale Carnegie – How real are you to others? How real are you to yourself?

### **Asset 1 – Who do I know?**

If you want to know what you have to do in order to be in the Gitomer league, take his "The Little Black Book Connection Self-Test" which we'll discuss at our in-person meeting. (page34 and 35).

Gitomer begins this chapter with several personal stories detailing the beginning of his career and how he began to create connections which mostly involved having the courage and chutzpah to step outside his comfort zone and call someone which 90% of other people wouldn't do. Are you one of the 90% or the 10% who know that it takes courage and a little audacity to be great. Here are some more of Jeffrey's tips on making connections:

**One.** Being open to receive the connection.

**Two.** Being in the right place at the right time.

**Three.** Being prepared to make the connection if you happen to be there.

**Four.** Using your existing connections to make new connections.

**Four-point-five.** Being able to connect back, or return the connection.

#### **Your present asset base: your human capital**

Think of the people that Jeffrey suggests you segment into one of three connection categories: **1) Those you already have; 2) Those you need to have next; 3) Those you hope to have in the future.**

In each case, what you've done for them in the past, and what you could do for them in the future. The first group, you also ask what you need to do in order to keep them and the latter two groups, how you intend to connect with them.

**RULE ONE** – *“The More The More” – the more you do for them, the more they’ll do for you. The more you do for them, the more you will mean to them, and the more importance you will have in their lives. And of course vice versa.*

Jeffrey’s version of Everything You Need to Know You Learned in Kindergarten and which I like even better is: **“Your mother taught you everything you need to know about connecting before you were 10 years old: Make friends, play nice, tell the truth, take a bath, do your homework.”**

Here’s a great exercise Jeffrey suggests which seems eerily familiar with NetWeaving ‘hosting’ : Pick five people you want to connect with and using your existing base of friends and connections, arrange a meeting or a phone call.

And as he points out, this takes homework to figure who will be the best person you know with whom to connect that person whom you would like to meet.

## **Asset 2 – What Do I Want?**

As Jeffrey says here, *“If you don’t know what you want, you’ll probably never get it.”*

Jeffrey’s 2.5 ways to meet someone whom you’d like to meet:

1. **You can try to meet them on your own** – mail, e-mail, cold call, phone, not the best way.
2. **Get other people to help you with the introduction**, but as Jeffrey says, **“Give first, rather than ‘ask for’ first.”**

**2.5 Get them to call you, or get them to know you first.** Jeffrey obviously has spent years building a reputation and a following that has others constantly calling him. But that didn’t happen overnight as I have certainly found with my NetWeaving concept. I’m over 10 years into that and it’s just now that those kinds of calls are coming in on a regular basis. While I was writing this article, a call just came in from someone wanting me to speak at an international meeting overseas.

Here’s an interesting statement Jeffrey makes about ‘giving first’ in order to ‘get’.

*I have found that the more I give away, the more I get. But I almost never get it back from the person I gave it to . I can’t explain why, it’s just how the world works. If I could explain it, I would be in a much higher position than ‘writer’.*

Next, Jeffrey makes an excellent point about what you need to do after you identify the person with whom you want to connect and have a way to get to them on a favorable basis:

*Whatever it is that you’re seeking, you have to define it exactly to yourself, or it will never sound clear to the person you’re trying to connect with.*

Sorry, but that requires more homework.

If you know Jeffrey as I do, he's a '*don't beat around the bush*' kind of guy and if you go to him with something that's mushy or unclear, the response you'll likely get is "*How can I help you the most?*" which really means, "*you're not making clear sense what it is you want.*"

Another one of his Universal Truths of Connecting reads: *Before you can GET what you want, you have to KNOW what you want, and make a GAME PLAN to get it. And your Game Plan must contain actions for meeting people on your own and arranging third-party introductions.*

### **Asset 3 – What Do I Do?**

Jeffrey advises that first you examine the most powerful connections you have made over your lifetime and think back how you made those connections. Then figure out how to repeat that process with others.

*The only difference between where you are right now, and where you'll be next year at this same time, are the people you meet and the books you read.*

Charlie "Tremendous" Jones  
Author of *Life is Tremendous*

He throws that in to remind you to buy this book or you can just send him a check and tell him you liked my summary so much you bought the book and wanted to pay him for his great advice. Jeffrey's only addition to that is to be generous: "**Don't be cheap about it.**"

**Jeffrey makes it clear that you have to start with a plan which entails deciding a list of people WHOM you want to meet. Then you need to have a strategy for how to make that happen.**

Gitomer's explanation for why those who won't do this falls into four categories: 1) they're unprepared; 2) they have a fear of rejection; 3) they have limited self-image; 4) low self-esteem. Here are some suggestions he has for overcoming each:

**Unprepared** – **set aside time** – "The best way to overcome this flaw is to dedicate time and literally make appointments with yourself to prepare. Set aside more than enough time than you need, and try to picture yourself already in the circumstance."

**Fear of Rejection** – he makes an interesting point that men are rejected by girls at a young age, and so possibly have a bigger hurdle, but his best advice is, ". . . **bask in the joy of acceptance, and mentally prepare yourself, thinking, 'Each person that tells me 'No' gets me closer to 'Yes'.**"

**Limited Self-Image** – His advice. "*Realize that all people are equal (pretty much equal). The image that you have of yourself is a mental one. You created it. Maybe it*

*means you have to go out and invest in some image clothing. Maybe it means you have to hang around a better group of people.”*

One of my personal recommendations is to join Toast Masters. . .or take lessons at a Comedy Club. It’s the Fast Track to better self image. While you’re at it, and Jeffrey agrees, write an article and get it published. It’s much easier than you think.

**Low Self-Esteem** – Remember that many famous people actually have very low self-esteem but have found the courage to overcome it. As Jeffrey says, ‘change your environment’ if it was negatively dragging you down. *“Find supporters. Find cheerleaders. And find friends who love you for who you are, and who will encourage you to live your dreams.”*

Remember what Jeffrey says about ‘**courage**’: *“**Courage is a self-inflicted quality that gains momentum every time you try it. Think about learning to swim. At first you’re scared, then you jump in the pool, then you flail your arms, then eventually you begin to swim.**”* Same thing learning to ride a bike.

And what’s the BIGGEST barrier to become a very connected person? FEAR  
*“ . . .your mental state of fear fighting against determination. Fear will manifest itself in the form of procrastination. You’ll put it off, until you’re hurting, and then you may take some action.”*

But here’s Jeffrey’s promise:

***My personal promise to you is that once you have the determination to make that first significant connection, the second will be easier, and the third will be a piece of cake. A big piece of chocolate cake with ice cream.***

**Pages 70 -72** contain key words and **thought-provoking realities** that will lead you to rock solid RICH relationships. You’ll want to read all of these but a couple of my favorites include: HAVE ANSWERS: Be a resource. Another one TELL STORIES! Stories help people relate (and remember); GET PERSONAL: Use personal information in a creative sincere way.

In the next section, Jeffrey provides a great set of clues for “**Networking 101**”. Now this is a little where ‘networking’ and ‘NetWeaving’ part ways because with Jeffrey’s brand of networking, you’re trying to maximize the number of contacts you make and so spending too much time with any one person is not considered the best use of your time.

Neither is right or wrong. There’s both right.

In his section, “How to meet an important person”, Jeffrey suggests that your first step is to do your homework and the standard things apply: **“What could you do to help that person or to bring value to them?” “What do you have in common?”**

But his next section is critical and that is “How do I develop a powerful 30-second commercial”.

*The key to a 30-second commercial is the word “engagement”. Can you engage the other person in a way that they will be interested in conversing with you? After the thirty seconds is up, you’ll pretty much know whether they’re engaged or not by the way they respond.*

I subscribe to Jeffrey’s reverse personal commercial. The key to this is to NOT be the first one to say what you do. You be the one to probe and to ask questions. As Jeffrey puts it, “*Your success depends on two things: your rapport building skills and your networking strategy.*”

But the real key to this is to have an arsenal of already prepared motivating, disturbing, provocative questions at your disposable.

Some of the ones Jeffrey uses as an example as he is probing for prospects for his sales training would be to start out with a question: “***What percentage of your salespeople didn’t meet their sales goals last year?***”

Assuming the answer was 70%, he’s now set to ask a series of follow up questions of which my favorite ones were: “*What do you think caused that?*” “*In your experience, what were the prime reasons they failed? Is it the people, or the market?*” (see page 82 for the complete list).

Do you have a list of disturbing, motivating, provocative questions. Say you’re in technology? What about in healthcare? **This will be one of the exercises we do at our in-person meeting.**

In the section, “Personal information leads to a relationship and lots of sales”, Jeffrey makes the point that “The more information you have, the better (and easier) it is to establish rapport, follow up and have something to say, build the relationship, and gain enough comfort to make the sale.” If you go to his website: [www.gitomer.com](http://www.gitomer.com) and register, it’s loaded with useful information including his 40.5 Gitomer infobits that you need to know about others to connect on a more personal level and build a relationship.

Finally here’s Jeffrey’s 11.5 steps to being successful as you attend your next networking event:

1. Target the people you want to meet.
2. Talk to them.
3. Get information from them that pertains to you.
4. Get them interested in what you do.
5. Categorize them on the back of their card as soon as you get. (A. Wants my product. B. Knows someone who may want my product. C. Valuable contact. D. Professional contact. E. Social contact. F. Useless contact.

6. Qualify the contact (if they're a candidate to buy, when are they likely to do so?)
7. Establish some rapport and find some common ground (make friends).
8. Remember the information they've given you . (Write it on the back of their card as soon as you finish the conversation).
9. Make the next appointment.
10. Write the commitment (i.e. appointment) made on the back of your card the one that you give the prospect. Write the commitment on the back of the card he or she gave you.
11. Move on to the next person.
- 11.5 Follow up less than twenty-four hours after the event to confirm the commitment.

I especially like Jeffrey's "**Key to Winning**" – "*Put action items into your daily work plan and dedicate the time to do them. Think of it as making appointments for your own success. Make at least three appointments with yourself a week. Make them on hour appointments and keep them. – If you do this, you will have 150 hours of time dedicated to your success in one year.*"

***NOTE:*** *Make sure at least half of this time is spent one-on-one with connections that are imperative to your success. The rest of the time can be spent writing preparing your e-zine, or taking other actions to be a value-provider."*

***Two of Jeffrey's tips for "Turning contacts into relationships" – 1) giving small personal things; 2) doing small personal favors. One of Jeffrey's favorite give-aways are autographed children's books for them to read to their kids or grandkids.***

Those who have heard one or more of the NetWeaving talks I give know that one of my most important points is the difference between '**following up**' and '**following through**'.

Jeffrey's list of 11.5 things to do in line with a networking event and the aftermath would largely fall into the category of '**follow up**'. I'm amazed at the number of people who rarely do anything more than exchange business cards – no writing on the back of the card, no commitment to get back together (setting an actual appointment can be difficult without calendar but you can still get a commitment with a range of dates).

But to me, the MOST successful people not only follow up, they '**follow through**' which I define as the **QUALITY** and even more importantly, the **CREATIVITY** with which you follow up.

How about this for this from Jeffrey - some outside-the-box thinking as a GREAT example of '**follow through**'?

You meet someone who loves golf and so you set up a date to play golf. But instead of playing a round of golf, you go to the practice range and hit a bucket of balls but then instead of playing, you hire the golf pro to give your new friend a lesson to shave

a couple strokes off their score. Do you think that person is going to talk about that to every person he or she talks with for about the next week?

I like to put it this way, what could you do in the way of **following up** which would make that person you just met say, **“WOW, no one has ever done that for me before.”** That’s **‘follow through’**.

It normally takes me about 20 hours totally to write one of these summaries and usually that’s a 200-300 page full-size book. This book is barely 200 pages and it’s 2/3rds the size of most regular books with a lot of BIG print, jokes, and graphics. I’ve spent well over 20 hours and I’m only about halfway through because it is absolutely packed with so many gems of ‘sales’ wisdom. I’ll outline the key points in the rest of the book with ‘page references’ but you really do need to buy and own this book if you’re serious about a ‘selling’ career, or virtually any career since as I’ve said before, ALL of us are really in ‘sales’. In Jeffrey’s terms and mine as well, SELLING is all about creating trust relationships FIRST.

#### **Asset 4 – How Do I Connect?**

Real-world connections,. Read-world answers for how and why

How Do I Connect on a Cold Call? (p. 95)

How Do I Connect at a Networking Event? (pp. 96-97)

How Do I Connect at a Business Event? (pp. 98-99)

How Do I Connect at a Social Event? (pp. 99-100)

How Do I Connect at a Seminar? (pp. 100-101)

How Do I Connect on the Golf Course? (pp. 101-102)

How Do I Connect at a Bar? ( p. 102)

How Do I Connect at a Restaurant? (pp. 102-103)

How Do I Connect at a Ball Game? (pp. 103-104)

How Do I Connect with a Co-Worker? (pp. 104-105)

How Do I Connect with my Banker? (pp. 105-106)

\*\*\*How Do I Connect with Influential People? (pp. 106-107)

How Do I Connect with Professional People? (pp. 107-108)

How Do I Connect with my Doctor? (pp. 108-109)

How Do I Connect During a Sales Presentation? (pp. 109) – contains one of Jeffrey’s favorite lines – **“People don’t like to be sold, but they love to buy.”**

*“The questions that you ask, the ideas you bring to the table, and your communication skills, combined with your passion, belief, and attitude, are the fundamentals of what it takes to connect.”* – Jeffrey Gitomer

\*\*\*How Do I Connect with a Mentor? (pp. 111-112)

\*\*\*How Do I Connect with Famous People? (pp. 112-113) – think creativity  
How Do I Connect with My Children? (pp. 114)  
How Do I Connect During a Conversation? (pp. 114-115)  
How Do I Connect with Words? (pp. 116-117) – You’ll laugh when you read this one and you’ll also laugh the next time a speaker says, “**Good Morning!**” and then because it wasn’t loud enough, makes the audience repeat it.

## **Asset 5 – Who Knows You?**

**The first steps in getting known** – joining organizations, having your own blog, creating ideas, and becoming better known as a person of value.

Remember the 2<sup>nd</sup> skill set of “NetWeaving” – “Position yourself as a ‘no-strings-attached’ RESOURCE for others.

Jeffrey has 8.5 **Elements of Positioning** (pp. 122-123)

What to do with those you attract (p. 124)

\*\*\*Getting in front of people who can say “Yes” to you – The key is to “**DELIVER VALUE FIRST!**” (pp. 125-127)

What are the three secrets of getting known? (HINT: writing, e-zine, speaking) (pp. 128-130)

## **Asset 6 – The Secret Power of Connections**

\*\*\*The biggest connection mistake you can make! – HINT – It’s pre-judging and he gives a great example (pp. 133 –135)

A group of connections: harnessing the connection power of many (pp. 136-137)

The power of friendliness (p. 138) I love his ‘**Connection Exercise** –

***Make an effort today to be proactive-friendly. Compliment people at random. See if you can create ten smiles. It’s easy to do. I do it all the time. It’s like a friendly exercise. I flex my friendly muscle every day.***

If you schmooze you looze – unless you do ‘pointed schmoozing’ (p. 139)

\*\*\*WOW! Them to WOO them (memorability plus value) – you already know that I love this. (pp. 141-144) “**Give WOWS!**” as often as you can. **They convert into money**”. – Jeffrey Gitomer

From MEOW to WOW! Lito gets a business card (HINT – Lito is a cat. (pp. 145-146)

Staying in touch. The E-Zine (pp. 147-151)

Rapport: Building it, and finding the link (152-157)

The secret of turning contacts into relationships:

- *Figure out who they are, and what they want.*
- *Determine your compatibility with them*
- *Find out how you can help them get what they want.*
- *Begin a dialogue on a regular basis that has information they can use.*
- *Try to learn more about them as time progresses.*
- *Realize and be aware that people reveal their true selves over time.*
- *Pay close attention to signs, and follow your instincts.*
- *Do what you say you'll do.*
- *Make sure they know your needs and desires.*

The law and secrets of attraction (pp. 160-161)

### **Asset 6.5 – The Value of Connections**

The myth of “Six Degrees of Separation” – If you’re trying to make a big connection or any connection for the matter, there has to be a valuable or engaging reason for them to want to connect with you. That can eliminate all degrees. Remember the “**NetWeaver’s Quilt**”? - It’s exactly what Jeffrey is talking about. (pp. 163-164)

Your new blood type: N+ (Networking Positive) (pp. 165-166)

Finding the LINK and deepening the connection – “**If you have matching passions, or can in other ways make a link with the other person, the connection from casual to personal.**” – Jeffrey Gitomer (pp. 167-168)

\*\*\***The secret of NetWeaving** – hey I recognize this one. (pp. 170-172)

Developing strategic alliance referrals: hard, but WOW! – Two big questions:

- Are you willing to refer your clients or customers to someone else?
- Is someone else willing to refer their clients or customers to you? (pp. 173-176)

Building your circle of influence and multiplying your connection power (p. 177)

### **Epilogue – Connection Mastery**

Jeffrey points out (page 180) that you must have mastered the 6.5 Assets before you attempt this – “*You can’t connect with Bill Gates until you’ve learn how to connect and build solid relationships with members of your local business community. If, and when, you ever get to Bill Gate’s office, then you won’t act like a fool and blow what could potentially be the biggest opportunity of your life.*”

Building a brand of YOU: creating an image and a reputation – this ties into last

month's book, "**You, Inc.**" Harry Beckwith and Christine Clifford Beckwith. – Jeffrey's Secret – "*Become known as a person of action.*" (pp. 181-183)

How to make the most important connections (pp. 184-185)

Keeping a connection for the long term (pp. 166-167)

Indirect connection: Connecting with clothing. (pp. 188-189)

The first class factor (pp. 190 –191)

The secret and power of 'give value first' – "**If you make yourself valuable, and memorable, others will want to make you part of their network**". – Jeffrey Gitomer

The lifelong connection process (pp. 194-195)

The Journey – I've heard the saying" "There's only two big decisions in life, where you're going, and who you're going to take with you>" –

***"I know where I am going. I know who I am taking. I hope you do too".***  
Jeffrey Gitomer

**Bon Voyage!!** - Bob Littell