

SESSION 1:

The Friendship Formula

1. Building deep friendships, relationships, and a powerful business network are some of the biggest cornerstones of personal and professional success. But not a lot has been taught on this topic.
2. What separates amateurs from professionals in any field? Professionals are constantly focused on building their assets and resources. The key asset to build is being CONNECTED... it's your network. Focus on building and strengthening your network every day, like a professional.
3. Being CONNECTED isn't an accident - it's a result of a set of simple processes and actions that anyone can learn and do. There's 3 steps:
4. Overcome your psychological blocks to CONNECTED success
5. Learn the systematic process of how human friendships form, and master it
6. Use the CONNECTED system to connect to influential people - then create a community with them
7. Eben noticed that many of the geniuses in business and life are unconscious masters of the science of making friends. Many of the friends they make are at a level "above" them. And people who are relatively unsuccessful tend to be bad at making friends, or bad at making friends who are "above" them.
8. 1 in 4 Americans don't have a best friend. Friendships are dying.
9. Generally speaking, more money only makes you more happy up until you're making \$35,000. After that, more money has very little effect. Your relationships, friendships, and community have a bigger effect on your happiness. Plus, it's your relationships that have the biggest leverage on the money you make anyway... so focus on your network for your biggest payoff.
10. Mastering friendship is the key to getting connected.
11. Friendship is a combination of 5 key elements:
 1. **Connection:** usually on something in common, a hobby, a cause, or even something you don't like
 2. **Self-Disclosure:** taking the risk of telling something about yourself that you wouldn't tell just anyone or wouldn't say in public. Not too weird, but a little edgy
 3. **Getting & Giving:** putting energy into the friendship bank, and taking energy from the friendship bank. Don't get too caught up in keeping tabs or "staying even"
 4. **The Polarity:** Between being an individual and being part of the friendship or group
 5. **The Creation Of A Unique Space:** People start using the same words, same perspectives, etc., and you create a little subculture.
12. In each of the 5 elements, we all have a fear to overcome.
 - Connection: What do I have to offer this person?
 - Self-Disclosure: They'll reject me if I disclose. (Experts discover something they can reveal about themselves that's a little edgy and so works almost every time in making a connection... and they use it over and over with almost everyone they meet)
 - Giving & Getting: The fear of being ripped off

- Polarity: The fear of losing yourself
 - Creation Of Unique Space: Who am I to start this?
13. You tend to become who you hang around with... whether it's your level of self-esteem, level of income, etc.
 14. Friendships are a tug of war - they are a healthy challenge that will develop you more as a person.
 15. When you connect with someone over something you like that's fairly rare or a little weird, it creates a quick bond.
 16. Connection is about "sharing substance" = sharing something of the substance of who you are. Start creating an inventory about yourself: music tastes, where you went to school, interests, etc.
 17. First learn how to make friends with anyone... then help people make friends with each other... then help groups of others make friends with other groups.

