

SESSION 7:

The Secret Of Successful Tribe Building. Helping Others Get CONNECTED

1. "Rambling-small-talk-fake-sincerity-veiled-request-masquerading-as-a-professional-introduction-that-makes-me-want-to-shoot-myself-immediately" introduction email. Don't do this.
2. When you meet someone in person, figure out immediately how you can add value to the person, specifically by introducing them to someone who would help them.
3. Ask them general questions like where their company's headed, any big challenges or opportunities, and "Eben, I know this guy, he's the person who's the founder of the entrepreneurial program at USC. I think you guys are totally on board with the same level of success and the same values, and I think there'd be big value in meeting this guy, I mean he's a legend in the field of entrepreneurship. Would you mind if I send you an email and introduce the two of you?"
4. Then follow-up with the email that Eben described earlier in the program.
5. Show them that you understand what they need, in a way most others don't get, and you can help them get it.
6. Have an "irrational confidence" in these strategies. If you just stay at it and keep "doing the plan," keep introducing people and adding value and serving the community... eventually whatever it is you want to have happen, happens. It's just a matter of time.
7. If you create 6 full stable triads in your life, something powerful happens. Try it.
8. Go on LinkedIn, and instead of looking for ways you can meet people or meet other people's contacts, go with the goal of finding people you can introduce to each other. Do this with three pairs of people.
9. Try this introduction: "Every once in a while you meet two people who just need to meet each other, and this is one of those times..." Explain who person a is, who person b is, then explain why you want them to meet, and the potential value. The whole thing is done in 5 or 6 lines.
10. This is beyond a technique to get what you want... there's something deeper going on... another way of being and thinking about the world.
11. Leverage your introduction power by hosting a social event.
12. Make fun of and mess with people in front of each other - it breaks the ice. For example, "You're friends with Joe? I'm sorry..." The act of messing with people lets everyone know you're not taking everyone too seriously, and that helps people relax and connect.
13. Joe Polish: is always keeping the conversation on a social level, keeping it fun.
14. Being weird is good, but only in moderate doses. Inventory them. Be ready to play them when it's appropriate - it'll make an instant connection. Big power in connecting with someone on this "weirdo level."
15. Your vibe:
 - If you meet someone and your vibe is "I'm serious. We're going to have a superficial conversation..."
 - If you meet someone and your vibe is friendly, "Hey, how's it going? Let's play..." people will tend to open up.

16. Setting up a social event tips:

- Focus on getting your first "influencer" and the others will follow
- "I'm going to get a little drink meeting for about a dozen cool people who are all interested in x"
- When asked who else is going to come, "You're the first person I called, but I plan on inviting x, y, and z"
- Then call the next person, "I just talked to this person, and they may be coming..."
- Keep it small to start
- Do it somewhere interesting and inexpensive - ethnic hole in the wall restaurants are great. People can relax, and they don't feel like there's some weird agenda or anything
- Pay for it yourself, and introduce your ass off
- Follow-up with emails re-connecting people. Ask during the event "Hey, does everyone want me to follow-up with afterwards via email?" Check to make sure everyone is cool. "If anyone doesn't want to be included, just come grab me and I'll keep you off the list"

17. Setting up your first MasterMind:

- Find 6 other people, most of whom are past your level of development. Let them know you're getting together a little mastermind group. Get your anchor(s)
- Go to freeconferencecall.com. They'll record it for free
- Hold it each week, mid-week
- Have everyone call in 5 minutes early, and let everyone know you'll wait for everyone to arrive before getting started (social pressure to get there on time)
- Choose one person and you have them state their biggest challenge/problem, and their biggest opportunity. The rest of the group brainstorms for an hour on how to help this person

18. Make social meetings and masterminds part of your life.