

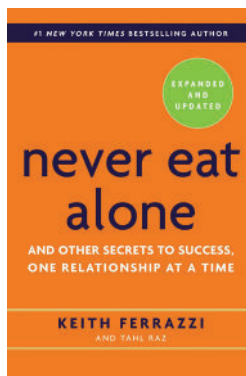


NEVER EAT ALONE: AND OTHER SECRETS TO SUCCESS, ONE RELATIONSHIP AT A TIME

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THE BOOK

**Never Eat Alone: And Other Secrets to Success, One Relationship at a Time**

By Keith Ferrazzi and Tahl Raz



INTRODUCTION

The old saying is that the secret to success isn't what you know, it's who you know.

Keith Ferrazzi certainly believes this to be true, and with his book *Never Eat Alone* (co-authored with Tahl Raz), he outlines how valuable an extensive network is to succeed in business and life. Beyond this, he gives a step-by-step guide as to how to start, grow and maintain relationships that can boost your prospects.

In his book, Ferrazzi demonstrates how immensely useful building connections can be. His key point is that everyone you know also knows people and therefore presents more opportunities to expand your network and career.

Ferraz, author of the #1 New York Times bestseller, *Who's Got Your Back?*, takes you step by step through the strategies to build your own network. From finding your 'blue flame' and bypassing gatekeepers to becoming a 'Conference Commando', *Never Eat Alone* is the ultimate guide to getting ahead in business and life.

While it is focused on entrepreneurs, the book has helpful advice for students who want to start connecting with the experts who can help facilitate a successful future.



5 BEST QUOTES

"Who you know determines who you are—how you feel, how you act, and what you achieve."

"Wherever you are in life right now, and whatever you know, is a result of the ideas, experiences, and people you have interacted with in your life."

"Poverty, I realised, wasn't only a lack of financial resources; it was isolation from the kind of people who could help you make more of yourself."

"Your network is your destiny, a reality backed up by many studies in the newly emergent fields of social networking and social contagion theory. We are the people we interact with."

"I've come to believe that connecting is one of the most important business—and life—skill sets you'll ever learn. Why? Because, flat out, people do business with people they know and like. Careers—in every imaginable field—work the same."

**4 BIG IDEAS****1. GENEROSITY**

Contrary to popular conceptions, getting ahead is all about generosity.

First, Ferrazzi explains, it is about putting your own generosity out there. It's not about giving and owing favours but about doing what is right and offering help whenever possible. If you have a contact that you know can help one of your friends, don't hesitate to put them in touch. Don't expect anything in return or say, "Now you owe me." Be generous, and generosity will come back to you.

Second, you also mustn't be afraid to seek out generosity. Ask for help from higher-ups; the worst thing that can happen is they say no. The best is that you get yourself noticed and start to grow more connections.

2. THE BLUE FLAME

Ferrazzi calls it your 'Blue Flame'. It's the goal that burns the brightest in you and the point where your talents and desires intersect. It's that one thing you can be the greatest at.

You can find this Blue Flame through initial introspection and self-analysis and then by asking those close to you what you are good at and what your weaknesses are.

From here, aim to set specific goals and work towards them by putting them down on paper. Create a 'board of advisers' who can guide you through the challenges along the way.

3. DON'T BE A NETWORKING JERK!

Networking jerks are those people who turn up at conventions or gatherings or any other occasion where more than one or two important people might be found, with only one thing on their mind: getting ahead.

They will come in hard with their spiel but never take the time to listen or learn about the people they interact with. They tend to be arrogant and blow off anyone they don't think is worth their while.

This strategy never pays off in the long run. Don't be this way! Be thoughtful and listen to others and treat everybody with respect.

4. MANAGE THE GATEKEEPERS

Never underestimate the importance of the so-called gatekeepers. The executive assistants who handle the big names you are hoping to get in touch with are not paper pushers or receptionists. They have the ear of their bosses. They also often handle the bulk of the boss's affairs, both business and personal.

No matter what your end goal is, you don't want to get on the wrong side of these

**3 ACTION STEPS****1. BE GENEROUS**

To build a list of contacts who are willing to help you achieve your goals, be willing to do favours without expecting anything in return. Make the offer yourself and be actively willing to help others. This way, people will be more likely to do the same for you, and not because you make them feel obliged but because they genuinely want to help you.

2. BE PROACTIVE

Building a network takes time. You have to be proactive and put in the effort to make it work. This includes not only working to create new friends but also cultivating and maintaining relationships. Stay in touch and keep people informed about yourself while taking an interest in their news as well.

3. mNETWORK 'up' and 'down'

Mentors help you to grow, and mentees help you give back. In fact, both provide excellent teaching experiences and are more rich sources of contacts to expand your network.

Learn, teach and keep the flow going.

**1 KEY TAKEAWAY**

The main message of Never Eat Alone is that the more contacts you can accumulate, the more you can get ahead.

The 'catch' is that you have to give as well. Contacts grow when you give and don't only take. Be willing to share and do what you can for your friends and contacts, and they will do the same for you.

Life is about relationships. Work together with other people, and you will be able to build the world you want to live in.



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Never Eat Alone

by Keith Ferrazzi

The generous approach to relationships that opens doors for a lifetime.

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