

# Networking Mastery: Building Genuine Connections and Managing Rejection for Growth

## Handouts

Slides:

<https://docs.google.com/presentation/d/1AbdLHpNmy45vXW0Cpr79qOiVeMDe4RfR/edit?usp=sharing&oid=109125758766441115500&rtpof=true&sd=true>

Exercise:

[https://docs.google.com/document/d/1PLVcHHP8SK\\_y4nUNAy0kwJqBEx78WUX635OskhC2V\\_8/edit?usp=sharing](https://docs.google.com/document/d/1PLVcHHP8SK_y4nUNAy0kwJqBEx78WUX635OskhC2V_8/edit?usp=sharing)

## Quick recap

The meeting began with a discussion about ChatGPT's learning capabilities and context management, including strategies for correcting incorrect information. Warren then shared his comprehensive networking approach, emphasizing the importance of building genuine connections, tracking outreach efforts, and managing rejection as part of the sales process. The session concluded with practical demonstrations of CRM tools and tracking methods, including GoHighLevel and HubSpot, while emphasizing the value of personalization and follow-up in building a successful business network.

## Summary

### ChatGPT and Networking Strategies

Warren and Stuart discussed ChatGPT's ability to learn from previous conversations, noting that while it reduces hallucinations, it sometimes references

incorrect information. Warren advised refreshing context by starting new conversations when ChatGPT goes off track and suggested using "add two memories" to correct incorrect information. Warren also launched into a detailed explanation of his networking strategy, emphasizing the importance of building a top 100 list of potential clients or contacts, using tools like CRMs or spreadsheets to track outreach, and focusing on genuine connections rather than sales. He stressed that networking should be about giving value and building trust, not just seeking immediate returns, and highlighted the importance of embracing rejection as part of the sales process.

### **Networking: Growth Through Rejection**

Warren discussed the importance of networking and emphasized that rejection is a necessary part of the process for growth and refinement. He highlighted the long-term benefits of consistent networking, comparing it to investing, and stressed the value of listening over talking to build connections. Warren also shared a personal story about a beta test program where he initially felt disappointed by low participation but ultimately received valuable referrals, including two clients from an unexpected contact in the fertility clinic industry.

### **Networking Success and Client Connections**

Warren shared his success in generating business opportunities through networking, highlighting how reconnecting with an old friend led to multiple client connections, including a \$500 million security company for corporate training and potential AI projects. He emphasized the power of follow-up and personalization in maintaining relationships, explaining how he uses automated sequences to stay in touch with potential clients and provide value. Warren also discussed the importance of offering help without expecting immediate returns, noting that his approach of being genuinely service-oriented led to significant business growth without any formal marketing efforts.

### **Effective Follow-Up Communication Strategies**

Warren discussed the importance of concise and effective follow-up communication, emphasizing the need to keep messages brief and focused. He demonstrated how to set up a simple pipeline in HubSpot for tracking outreach efforts and managing follow-ups, including the use of automated reminders. Warren also explained alternative methods, such as using spreadsheets for basic tracking, and highlighted the benefits of HubSpot's free version for those looking to avoid additional costs.

### **GoHighLevel CRM Training Overview**

Warren demonstrated how to use GoHighLevel CRM for tracking contacts and opportunities, showing the process of adding contacts, creating pipelines, and setting up automated reminders. He emphasized the importance of building a network for business growth and assigned homework to create a spreadsheet of 100 top contacts, focusing on gathering names and contact methods. Warren also addressed questions about LinkedIn messaging and automation tools, explaining that manual outreach typically yields better results than automated messages.