

Building Your Affluent Network

Chat Prompt:

I have known a guy for 30 years, he was an engineer and I was in sales. His name is Joe Kiani. I haven't spoken with him in about 18 months. He had an idea for a product, got some patents, and built a billion dollar company called Massimo. I would like to reach out to him just to connect and network, and I would like to model and practice strategies as if I was an extrovert. What are 10 potential ideas that an extrovert would do to reach out to network and connect with him?

ChatGPT said:

Nice. This is a fun project: “cosplaying” as your extrovert alter ego to reconnect with a guy who built a billion-dollar company.

I'll assume:

- You genuinely liked/respected him.
- You're not asking for a favor right away; this is about reconnecting + planting seeds.

Below are 10 extrovert-style strategies, from low-risk to bolder, with specific examples you can actually use.

1. The Warm, Direct “Long Time” Text/Email

Extrovert move: Just reach out, no overthinking.

What you'd do:

Send a short, upbeat message that:

- Acknowledges the time gap

- Affirms your respect for what he's built
- Invites a light, low-pressure chat

Example:

Joe, it's been too long. I've been following what you've built with Masimo and it's incredible to see how far you've taken your original idea. I'd love to catch up and hear how you're doing these days—no agenda, just reconnecting. Would you be up for a quick coffee or Zoom sometime in the next few weeks?

This is exactly what an extrovert does: assumes they're welcome unless told otherwise.

2. Voice Note Instead of Text

Extrovert move: Add warmth and personality.

What you'd do:

If you have his mobile and it's normal in your relationship, send a short voice message (30–45 seconds) instead of text. Tone carries a lot of warmth.

Outline:

- “Hey Joe, it's [Your Name] – can't believe it's been [X] years since we first worked together...”
- “Been watching your journey with Masimo—wild and impressive.”
- “Would love to catch up sometime, see how you're doing and share what I've been up to.”

No need to script it; just jot 3 bullet points and riff.

3. “Saw This, Thought of You” Article/Podcast Share

Extrovert move: Use a specific hook to reconnect.

What you’d do:

Find a relevant article, podcast, or interview about:

- Medical technology / devices
- Engineering innovation
- Leadership / scaling a company

Then send:

Joe, this made me think of those early conversations we used to have about [X thing you actually discussed back then]. You were way ahead of the curve. How are things going with you and Masimo these days?

Now you’re not “randomly” popping up; you’re connecting him to his own story.

4. Compliment His Specific Impact, Not Just His Success

Extrovert move: Give a detailed, sincere compliment.

What you’d do:

Instead of “You’re so successful,” go with something like:

I’ve always admired how you took a technical idea and relentlessly executed on it. The patents, the clinical applications, the way you built a real business out of it—very inspiring to someone who comes from the sales side like me.

Then follow with:

I'd really enjoy catching up and hearing what you're excited about these days.

Specific praise feels personal, not flattery.

5. Suggest a Concrete, Casual Format (Coffee / Zoom / Lunch)

Extrovert move: Don't ask *if* they want to meet; propose *how*.

What you'd do:

Offer something clear and easy to say yes to.

I'm in [City] most days—if you're around, I'd be happy to come to you for a 30-minute coffee.

Or, if your schedule's crazy, we could just hop on a 20-minute Zoom sometime.

Extrovert energy: "I'll make it easy for you."

6. Use a Shared Origin Story as an Icebreaker

Extrovert move: Bond over shared history.

You knew him "before the big time." That's a superpower.

What you'd do:

Lead with a nostalgic reference:

Hard to believe it's been ~30 years since the engineer-sales tag-team days. You were sketching early concepts back then and now they're in hospitals around the world. Wild.

Then:

I'd love to reconnect and hear the uncensored version of the journey.

This frames you as someone from his “origin chapter,” not a random networker.

7. Offer Value From Your Sales/Business Perspective

Extrovert move: Don't just take—also offer.

You've been in sales for decades; that's serious domain knowledge.

What you'd do:

Without overselling, you could add:

I've spent the last few years doing [short description: e.g., enterprise sales / medtech sales / sales strategy consulting].

If you ever want a sounding board on anything GTM, sales structure, or customer messaging, I'd be glad to be a resource.

This signals: “I respect you, I'm proud of you, and I'm not here only to ask for a job or a favor.”

8. Use LinkedIn or a Public Note as a Soft Re-Entry

Extrovert move: Show public support, then DM.

What you'd do:

- Engage with a recent post of his: insightful comment (not “Congrats!” generic fluff).
- Then DM:

Just commented on your post about [topic]. It reminded me of our old conversations about [old topic]. Would be great to reconnect properly sometime if you're open to it.

This warms him up in a public/professional context before the private “let’s catch up.”

9. Position the Catch-Up Around Curiosity, Not Need

Extrovert move: Lead with curiosity rather than “I need something.”

What you’d do:

Something like:

I’ve always been fascinated by how you navigated the jump from engineer to founder to leader of a large organization. I’m at a place where I’m thinking about my own next chapter and would love to hear what you’ve learned along the way.

You’re being honest, but it feels like a peer-to-peer conversation, not a pitch.

10. The “Mini-Update + Invitation” Email

Extrovert move: Share a short personal update, then invite him to do the same.

What you’d do:

1–2 short paragraphs:

- Where you’ve been last few years
- What you’re exploring now
- Why that made you think of him

Example skeleton:

Joe,

It's been a while, so quick snapshot: after [company/role], I spent a few years doing [X]. Recently I've been shifting my focus to [Y – e.g., helping companies with sales strategy / exploring opportunities in medtech / etc.].

Reflecting on my own path made me think of the early days when you were just getting started with the idea that became Masimo. Watching from the outside has been really inspiring.

I'd love to reconnect, hear how you're doing, and share some of what I'm working on now. Open to a quick coffee or Zoom in the next few weeks?

This blends networking with a genuine human update, which is very extrovert-coded.

How to “Act Extrovert” While Still Being You

A few mindset toggles to keep you from freezing:

- Assume *warmth*, not annoyance: default belief = “He’ll be glad to hear from an old ally.”
- Keep the first message short: 4–6 sentences max. Extroverts don’t write novels to say hi.
- Be specific, not fancy: one clear compliment, one clear request (catch up), one clear option (coffee/Zoom).

You don’t need to transform into a different person; you just need to borrow some extrovert habits as behavioral experiments. Think of it like trying on a different pair of glasses, not changing your face.

<https://auren.substack.com/p/how-to-ask-for-an-introduction-the>

Quick recap

Eben led a meeting focused on building and maintaining affluent client networks through strategic networking approaches and genuine connections. The discussion covered various networking strategies, including leveraging weak ties, using social media, and maintaining regular contact through shared interests. Eben introduced the concept of "Exchange" and encouraged participants to practice extroverted networking behaviors, while also discussing ways to overcome common fears related to networking and the importance of viewing others positively.

Summary

Building an Affluent Client Network

Eben led a meeting on building an affluent client network, emphasizing the importance of developing strong connections and leveraging the "strength of weak ties" concept. He discussed the role of networkers in facilitating introductions and opportunities, and encouraged participants to identify and nurture these connections. Eben also addressed common fears around networking, such as reaching out to higher-level contacts or appearing sales-focused, and stressed the value of genuine, non-agenda-driven interactions. Stuart shared a personal strategy of using social media to find common interests with contacts, which helped him reconnect with a former boss. The conversation ended with Eben highlighting the importance of maintaining regular contact with the network and using shared interests to build and strengthen relationships.

Mastering Networking and Relationship Building

Eben led a discussion on networking strategies, emphasizing the importance of connecting with others through common interests, disclosing to deepen relationships, and using repair opportunities to strengthen them. He introduced

the concept of "Exchange," highlighting the value of giving and receiving in relationships. Eben encouraged participants to practice extroverted networking behaviors, using Stuart's example of reconnecting with a former colleague, Joe Kiani, as a model. He recommended spending one hour daily networking and introduced the idea of relInvent, a two-day program focused on personal and professional development. Participants were asked to choose between attending relInvent or an implementation day, with Eben suggesting they could do both. The session concluded with a discussion on overcoming fears related to networking and the importance of viewing most people as fundamentally nice.