

# Building an Affluent Client Network

Hey, guys.

Don't don't turn it like Evan eating ten times a day. Okay? Not everybody can handle that. Is that right?

Ten meals a day is the right number. How many calories each meal, Evan? What'd you say?

How many calories each meal?

Like one hundred and fifty, two hundred every hour.

He he every time he says, he eats ten times a day, he should follow-up with, don't try this at home.

Yeah.

Yeah. Yeah.

It's a it's a little much. I mean, but, you know, I'll tell you this.

Tom, who used to be in our VCA, who's really a cool guy and just a brilliant, brilliant person.

He told me he used to work in, like shooting commercials and so forth. And, he he said he was on a set somewhere and some football player, I think, Like, some big, you know, whatever.

You know, linebacker, I don't know, some big football player who makes millions of dollars a year was there.

And every ten minutes, somebody who worked with him would bring him a little cup of food.

And he would literally eat every ten minutes. He'd have whatever that little cup of food was. And I was like, dude, I'm six times more reasonable than that.

I'm eating every hour. And what he told me, I was like, see, I know know I'm on to something here.

You guys are going to come at one point and I'm going to have like a feeding tube. And then there's going to be like a bag right here and I'm just going to be teaching and it's just going to be slowly, you know what I mean? It's going to be giving me like.

You're going have people around you. Nutrition is going to feed in you. One from the left, one from the right. Why are teaching?

Yeah, yeah. One calorie every twenty seconds.

That gets you to about where I'm at right now.

Alright. Good good morning.

Or wherever you are depending on what it is. Good or good morning, good afternoon. How's everyone doing?

How are we feeling here?

Very well. Not to to start this out on a, you know, little dark note, but man, I am starting to read more and more reports of AI being used for hacking and viruses and so forth.

And so privately, I'm starting to talk to my team more about backups.

And I think that we all need to be thinking about offline, you know, disconnected from the Internet backups because we, you know, we all got we all got on, you know, using s three or Apple or whatever for our backups, and it's great. You know, it's all in the cloud. It's really nice. But, man, I think, I don't know, once a month, once a quarter, once a year, some amount of time, probably a good idea. I gotta go dig up some of my big backup hard drives and just back up all your important data.

Just keep a backup of it somewhere because I'm assuming that the biggest problem for AI isn't our individual interaction with AI, but rather how AI is infecting the sites we go to.

Well, yeah, but also an intelligent virus, you know, can just do a lot more damage than just a regular virus.

Yeah.

So in other words, yeah, anyway, exactly. And plus, you know, with more and more of us using AI, you know, I mean, some of my friends are just like handing over their computer to it and given their passwords and you know, just doing a lot of stuff. And it's like, Anthony's like, I'm doing it.

I keep going to my AI and going hey what's my password again?

Yeah.

Yeah.

Hey Claude what's my password? Did you just tell me my password again? I forgot it. Yeah that's there you go.

But anyway, yeah, won't tell the horror stories but I'm starting to think backups. Alright. Let's let's dive in here. Let's pick up where where we left off.

Okay. So, let's talk a little bit more because this month, we're we're we're learning about getting more affluent clients. We're working on affluent client psychology, so forth and so on. Reminder, inside of your Platinum Passport in your members area, I created a course that's called Nexus.

And it summarizes all the stuff that I've learned, some of the stuff we're covering here, but just covers a lot of my affluent client psychology stuff.

And, you know, just go log in, go check it out. This is a good month to be going through it. You know, listen to twenty minutes of it each morning while you're exercising. Just kind of load that stuff up.

Also, this book This book right here, I really liked a lot. Networking with the Affluent and their Advisors.

There's there's another one by him that I liked as well, but this one of his marketing, the affluent, selling the affluent and networking with the affluent and their advisors, this is the one that I like the best. It's like half as thick as the other ones, and it was written later and it kind of transcends the others. Okay? And it's this book that taught me that the affluent value two things more than other people.

The first thing is information and the second thing is connections.

Okay, so affluent people tend to be, you know, smarter, more entrepreneurial.

They tend to they tend to value they tend to understand the value of information better than other people.

Okay? And they tend to share information with each other because they just know how useful it is. So for example, when we got on here, I said, everyone, you know, I'm starting to see the beginning reverberations here of, AI hacking and AI viruses.

Okay? I'm just starting to see the trend. You know, I'm just I've just seen like three, four articles, videos, that kind of thing. And so I'm starting to think about maybe it's time to make an offline backup once in a while.

Is that Thomas Stanley?

Say again?

Thomas Stanley?

Yep. Thomas Stanley. Networking with the affluent and their advisors. Doctor Thomas Stanley.

It's funny. I've known the three books he has, *The Millionaire Next Door* and *The Mind* or something. So I read all three of them since I started with you because I had not done it and since you mentioned, said, you know what, I'll go through them. Yeah.

And then it just shifted how I see things, know. Even it was time for me to buy new shoes and I was like, you know what, I'm not buying new shoes. There's a pair of shoes in the closet I'm gonna continue to wear, so I'm not spending money on that. It's not because, you know, I can do it, but I feel like just the mindset of, you know, how you invest your money, like the actual frugal way of living is what excited me as well.

Because you can kinda guard that. It's less about the money here and there, but it's the mindset. Because as you are continuing to grow financially, then you make the same decisions at a higher level.

Exactly.

So I just saw Warren Buffett in an interview the other day. You know, he's in his nineties. Berkshire Hathaway, I think, has four hundred billion in cash in the bank now because they don't know what to do with it. They've got so much money that they just don't even know you know, Ed, he's, you know, he's now kind of retired. And they're asking him, they're like, well, why do you like being rich?

Like, why do you want to why do you want to be rich? And he said, well, I like being able to choose where I want to live. I like being able to like I want to live in any house I want to live in. And he goes, now I happen to live in a house in a middle class neighborhood that he's lived in for the last, I think, like fifty years.

Right. I've drove by it when I was out there twenty years ago at some point. And he's like, I happen to just live in it, you know, but he goes, but I like to know that I can I could live anywhere I wanted? I could live in any house I wanted.

So think about that for a minute. Right. This is one of the richest people that's ever lived. His reasoning for being rich is I'd like to be able to live in any house I want.

But then he lives in a comfortable middle class house and he eats at McDonald's. Okay? So it's a different mindset. It really is.

And yes, there are flashy millionaires and billionaires. Absolutely. No question. But when you start reading *The Millionaire Next Door* and you get into Thomas Stanley's work, you realize no, eighty percent or ninety percent of them, they are not doing that.

You know? And it really his work I mean, I went through a phase where I had nice cars and, you know, whatever. And and then I kind of realized at some point, oh, no. Like, if I pull up in my nice car, all this all the things that it says about me to whoever it is that I'm pulling up to, is that what I wanna be saying to someone?

Like, is that the statement that I want to be making?

Is do you know, if I'm single and I have a really fancy car, is that the message I wanna be sending to a woman?

Is the message I wanna be sending? I want a woman who's picking a guy based on how fancy is. You know what I mean? Like, what am I what am I doing there?

If I if it if the car impresses someone, what kind of person is that that's going to be impressed by that car? What do what does this say about? You know? And I really started thinking this one through, and I worked it out.

And at that point, I said, you know, my first nice car that I ever had when I was twenty four, I don't know, twenty five, was a used Lexus four door. I bought a, like, five year old four door Lexus, and it was an amazing car. It was just like I don't know. I just it was wonderful, and it lasted for several years.

And so I went, you know, I'm gonna go back to that. And so I bought, like, a five year old Lexus again, and that's what I've just stuck with. Right? Every five years, I buy another five year old Lexus basically.

And I've got a Lexus SUV right here that's probably ten years old. And I've got a thirteen year old. And in the Millionaire Next Door, I think it was, he told the story about this guy who was sounds like a hundred million billionaire guy, and his board of directors bought him a Rolls Royce, I think it was, as a gift.

And he got the car, and he was like, what am I gonna do with this? He's like, I like to go fishing and throw my fish on the backseat of the car on the way home.

Okay. So what am I going to do with a Rolls Royce? Like, this is totally useless to me. And, you know, I I love my ten year old Lexus with a bunch of little dings and dents and scratches on it that's kind of grubby and, you know, not perfectly clean.

Why? Because I got a thirteen year old, you know, and she's always dropping her food and do it, you know, whatever. And I love being able to just give the keys anybody and say, here, you know, go take it. And if it comes back with another bump on it or a scratch, it's like, I go, you know, whatever.

So it is it's a very interesting mindset shift, Christo, to get that most affluent people are flying under the radar. They're wearing clothes they bought ten or twenty years ago. They're driving a car they bought ten or twenty years ago. They're living in a house they bought ten or twenty years ago, and they're not trying to, you know, be super, flashy.

Yeah. I think it's important for us to study those types of people, but also some wealthy people that are a little flashier. And you the more we study them and you get to choose who you want to show up as and be as because you have more options and kinda decide who you wanna become, you know. So but, just getting to know them, how they live, not just what's on the on the surface, it's certainly it's not what most people think it is, you know?

Exactly. That's exactly right. You got it. That's right. And that's a very and that's another thing that's really important, what you're saying.

It's not what most people think it is. In every area of life that's important, I've discovered that it's not what most people think it is. I call it the critical counterintuitive, right? Or the mistakes of intuition.

And that's why we have to study it.

I was writing this morning about the first time that I closed the one hundred thousand dollars deal. And that was from the back of my school bus. And I was nervous about this because I had just bought this bus. I was traveling the country in it.

You've seen the bus, Evan.

And I remember getting into the sales call with this person, and I was nervous. And the first thing he said is, Ugh, all I want to do is just sell my company and travel the country in a bus. And within thirty minutes, we had Clive close the biggest deal of my life. And I really feel like the bus did the work of getting him over the goal line. It was the craziest experience.

Yeah.

So that's amazing, guys. That is really good, right? So the guy he's talking to, super rich and he goes, all I want to do is sell my company and travel the country in a bus. And Anthony had just bought a bus.

Literally.

I was living living in a bus.

That was it.

I let go of my apartment in New York City was traveling the country, living in this thing.

And that, yeah, felt like that pushed it over the goal line.

Yeah, no, that's great. I mean, reminds me of two stories. One is my best friend years ago when we were both trying to figure out dating and romantic relationships or whatever. He said, I've got this concept I call it the transference of suffering.

He says, you know, on a Saturday night, you know, a single guy is walking down the, you know, sidewalk in a big city and all of a sudden, up comes another guy with his girlfriend and she's really beautiful and he looks over at them and he's like, oh man, I'm I'm lonely. I wish I had a pretty girl like that but the other guy who's got the girlfriend is walking down the street and he's like, man, I am just so tired of this girlfriend of mine. That guy right over there, he's single. I just wish I was like him and I could just had my freedom, you know?

And so I liked that one a lot. And then there's the other one of the investment banker is traveling down in Puerto Rico and he's sitting down at the edge of the water in a little fishing village and there's a fisherman that comes in and the investment banker's talking to him and the fisherman says, you know, or he goes, know, oh, so how long you've a fisherman? And he says, you know, for years or whatever. And the investment banker goes, you know, what you should do is you should hire a few more fishermen so that they can go out and they can do the fishing for you and then you can run a business.

And then the next thing you know, you could start putting these in different towns and you could build a whole company around it. And then eventually, you could build a business over ten or twenty years and then you could retire. You know? And the fisherman's like, yeah, but if I did that, then what I would do every day is I'd go out fishing for a few hours and then I'd come home and I'd hang out with my family, which is what I do right now.

And yeah, exactly.

So there's something to this, you know. Now I'll also say guys, on the topic of networking with the affluent and building an affluent client network and being a coach or a teacher is there's something that is that I think is happening right now. That is the meta trend in coaching, which is in the past coaches and teachers, they would be an expert in their one area. Okay, so they would be good at, you know, hiring, or they'd be good at physical fitness or relationships or whatever the issue would be.

Well, right? Two thousand thirty, forty years later, I think that you have to be a generalist. So in other words, you have to have your life together. You have to have your physical fitness together.

You need to have worked out your emotional issues and your relationships. You need to mentally be up to speed on at least understand things like cognitive biases and decision making. You have to understand some intellectual stuff, and then you need to be a specialist in whatever area that you're in as well. Then you bring all of that together because I think that now what's happening is because now that coaching and teaching and knowledge is all mainstream, that what the kinds of clients that we all wanna have, what they're doing is looking at your life and then saying, do I want to be coached or do I wanna be taught or do I wanna learn this thing from a person that has that life?

Make sense?

And really think that that's kind of the key in a lot of ways now.

Okay. So so last week, we kind of started into this and we started building a profile of a more affluent client. And what I want to do now is so we want to keep working on our avatar and on our avatar doc, and we want to start having that profile that we're getting clearer and clearer about. And we want to review it regularly. We want to make sure that it's going in in the right direction.

But there there's a dynamic when it comes to, let's call it networking with the affluent or building an affluent client network either way, that I think we need to understand about personalities and about people.

Okay? So most people don't really understand networking intuitively. They don't get it.

Most people, let's just say eighty percent of people following Pareto, the strategy that eighty percent of people do is they follow whatever's going on, and they try to kinda hide out in the middle of the trend somewhere.

You know, they they wanna get a a job in middle management, in the middle of the company where no one will really notice what they're up to. They won't stick out in any way, and they just wanna follow the trend of the company. They just wanna show up, do their job, not get in trouble, etcetera.

The mindset is security. It's not growth.

Let's say twenty percent of people, they're the kinds of people who are looking for opportunity. They're more explorers. They're more experimenters. But what they really are is they're more entrepreneurial, right? They're more looking for opportunities, they're looking for where value is to be created, they're looking to improve their assets, improve their real estate, so to speak.

And what I found is it's probably not one in five, it's probably more like one in ten people or something, but let's just say ten percent of the population.

They intuitively get this networking thing.

You hear me talk about this a lot. There's, you know, one in ten people that you talk to, maybe depending on how good your network is, maybe one in five, one in ten, that when you start chatting with them and you signal to them that you're the kind of person that is a connector, that you're the kind of person that knows other people and is always playing a game of concentration, always playing a game of who can I connect people to that would be useful to know, then they kind of start signaling back? You know? It's almost like out on our deck here, we have these little these little lizards that run around and they puff out their big chin flap, you know, and it's this big they're green little lizards and they puff out their big orange chin flap.

And some lizards, when they see that, they turn sideways and they puff out their big orange, you know, chin flap. It's like they they they signal and we signal in this way to each other. And I hear, I hear people say like, I have someone you need to meet. I have a connection for you.

Okay. I want to connect you to this person. I know someone for you. This is the kind of language.

So I wanna have you start thinking in this way because as far as I'm concerned, the the way to do this whole thing is pretty much every time you talk to another person, if you wanna have them be a part of your network or if you wanna build relationship with them now I'm not saying every like, if you have a client that you meet with twice a week, I'm not saying you wanna do this twice a week with them. But I am saying that if you have somebody that you talk to, you know, a couple times a year or, you know, people that you see socially a little bit, you always wanna be listening for where are they? What are they trying to do? What's the next thing? And either connect them to a person or connect them to some knowledge or to a book.

Okay? So I am constantly, you know, I keep stacks of books by the front door or, well, Annie often puts them away, so I to go dig them up wherever they've they've gotten stuck. But I keep stacks of books around here of the best books that I've read, and when people come over, I'm handing them my book, I'm handing them, you know, Thomas Stanley or whatever whatever the thing is that I'm reading

because I always want to be leading to knowledge and I always want to be leading connections and I'm always trying to connect people up who I think are a good fit with each other.

So this is, as far as I'm concerned, this is affluent psychology.

This is affluent behavior. And I think that we have to really think that from now on, ten or twenty percent of our work is this, is connecting people.

One of the reasons for this is, I mean, there are a lot of good reasons for it, but one of the good reasons for it is you don't have time to talk to everybody. You don't have time to maintain a relationship with everyone. You've got to do your work, you've got to learn, you've got to be with your family, whatever. There's just not enough time to talk to everyone all the time.

Whereas, see, when you connect people to each other and then they build relationships, They do the connecting for you.

Okay. So if you have Is everyone here?

Hang on a sec. Too many ideas.

So In case you don't remember when I was at the event with you, you gave me the book with Ken Wilbur, which I really appreciated.

Yeah. Exactly.

And I went and gave you the Yeah.

That was the unique one. You you cut it in three because it's huge. Right?

Yeah. I've had that thing for ten years, you know, and it's just been around, and it's just been waiting for the right person who would be able to appreciate what it is, you know what I mean?

It's like alright.

Alright.

Is everybody here familiar with Metcalfe's Law? The value of a network?

No, I don't know that law.

You don't know that one? Okay. So Metcalf, right? He was a networking computer guy. And what he what he said is the value of a network is the number of the nodes in the network squared.

It's not the number of nodes in the network. So in other words, if you have two nodes in the network, the value is two. If you have three, the value is nine. If you have four, the value is sixteen.

Okay? If you have five, the value is twenty five.

We see? So every time you add another node to the network, and it's very important that it has to then be connected to others. That's really the key for it to be a network. So my distinction between contacts and a network is the contacts are people that you're connected to. Okay?

So this would be contacts, whereas a network is people who are connected to each other.

That's the simple distinction.

The way it goes from, you know, the number to the number squared is by the connecting of the people to each other. Now, you can do that manually. You can do it one at a time, which I recommend that you do.

Next week, we'll also be talking about doing it socially a bit more, getting them together in groups. But this is the trick. From now on, rule of thumb, every time

you talk to someone that you want to build network with, connect them to other people or other knowledge, other people via books.

You are a you're like a horticulturist. You're like a gardener.

The gardener doesn't grow the plants. The gardener pulls out all the weeds, tills the soil, plants the seeds, and then nurtures them, and then they grow themselves into a great garden. That's what you want to do. You want to be the person that connected everyone up.

Guys, I am shocked at how everybody doesn't know each other. You know? I've been building a really high end mastermind of online kind of like teachers and marketers. Like literally the top people in the world.

A lot of these people are my old friends and just been building a mastermind with them. And when as I build it, and we get on mastermind calls and do events and stuff, I I ask and I go, do you know you? And some of them know each other, but so many of them don't know each other. And I just can't believe how even people that are in small little worlds still don't know each other.

And you can be that person. You know, you can be that person, which is why it's so important to have social events and, you know, Zoom events and things because then you can be the one that says, hey, do you know you? You know? And do you know new you?

This is almost like the concept. I know it's becoming insignificantly significant. Meaning, you're not really the center figure there and it's not about you, but because you connect them so well with everybody and they gain so much and you become very significant to that equation there. Yes. You're not really the main one because they're doing their own thing. They're reading the book, they're meeting the people, they're doing the deals, but it became through you kind of thing.

That's right.

Exactly. And they'll never forget.

You know, I mean, some people forget, but they people generally just don't forget where they where they met other people that wind up being, you know, important to them. All right. So let's talk by the way about friendship.

Because it's really important to understand the friendship, what I call the friendship formula or the structure of how friendship works so that you can facilitate it. Okay, so first, the way you connect with friends, right, most optimally is you connect on commonality.

Human beings, we just naturally do this. Hi, good to meet you. Where are you from? I'm from New York. Oh, my sister's in New York. So we want to find similarity. We want to find things that are common.

So if you are introducing two people to each other, think of something that they have in common.

The weirder, the better.

This is the trick. The weirder, the better.

Alright? So in other words, if the two people that you're introducing both are chess players, you say, You two should talk about chess.

If both of the people that you're introducing are weird Star Trek fans, you go, Hey, you both love old Star Trek movies, or You both love Bruce Springsteen, or, you know, both of you have been to Sardinia, you know, talk about that.

You're the one that is trying to connect them on something that would be unusual, different, weird, unique.

Because the more unique the connection, the more that feeling of like, oh my gosh, another weird person like me. Amazing. Now I've got someone to talk to, and I've got something to talk about with them.

Okay. So connect on commonality. The weirder, the better.

Second, disclose.

I won't even go into value exchange because that just kind of seems obvious in friendship. But in friendships, there's a value exchange. So there's knowledge, information, favors, company going back and forth. But in the context of that, it's disclosure that builds the relationship. It's sharing a secret.

It's sharing something about you that might be sensitive or might be vulnerable or might put you at risk in some way.

Something that you've learned.

Maybe you're at a party with a bunch of people and they're all conservative people, but you're more of a liberal progressive type person and you're talking to your friend and you say to them, Hey, I'm a little nervous here because these people are all more conservative and I'm a little bit more progressive. There's a disclosure there because when you disclose, you make yourself vulnerable and you also You get to see how another person would treat that, and you can build trust. So you connect on commonality, you disclose, and it's not necessarily disclosure is not necessarily something that makes you weaker or lower status. It could be something like you let's say you are talking to another person about marketing let's say, Haristo, let's say you meet another gym owner that is a successful person and you want to build a relationship with them.

You could tell them about something that you've learned in your business that's helped you sell more. That's kind of a little bit of a trade secret, but it's valuable.

That kind of thing. So sharing, disclosing, sharing secrets, being vulnerable.

Repair.

This one's very counterintuitive.

Most people tend to avoid conflict or upset or problem with other people.

Turns out that if you have any kind of a problem with another person, having the opportunity to repair with them is actually the relationship is stronger if something goes wrong and then you repair it than if it didn't go wrong in the first place and you didn't have the opportunity.

The reason for this is because how do you test a person? How do you know actually how they would behave if something went wrong?

And the folklore story about this is IBM, back when they were the number one computer company in the world, they did a study and they figured out that people who bought an IBM computer had a problem with the computer and then had IBM service come out and help them fix it.

They bought more computers from IBM in the future than people who didn't have a problem with an IBM computer.

Right? Why? Because they got to see how it works.

Yeah. You went much deeper in deep waters with them, and usually that doesn't happen on the surface. And you kinda, exchanged energy at a deeper level and that connects even more.

Exactly, exactly.

In many ways, this is the heart of Judaism tradition and culture.

Explain.

We take relationships not combative but in a very confrontational argumentative way to get into an argument to see how the person responds number one whether we can trust them to engage back and if it looks like we've done too

much then we repair it which gives them a better sense of where our heads and our hearts and our minds are really at.

Excellent.

Yeah, yeah, that's a fascinating aspect of Jewish culture to me is the tradition of the arguing and the right getting together and arguing about the Torah and like what what are the what does this mean and then being the one that can come up with the most different arguments and then and then at the end, right? That was it was like playing basketball or something. Like it was like bonding. You know?

Because it's always so funny in it's always so funny in business.

I deal. I had a lot of people in Israel working for me a number of years ago and I had other Israelis in the company here stateside and it was always fascinating to see just as you said where they would get into what was a pound on the table yelling argument and then somebody eventually would go hey guys it's almost noon you want to grab lunch?

Excellent! That is a great story. That is great. It's wonderful.

Yeah.

I have a I've had a few different friends and mentors who were Israeli, in fact. And one of them told me, you know, in Israel, we go into the military when we're seventeen or something. And you're like carrying a gun around with you everywhere for four years. And, you know, you see action and all this stuff. And he said, you know, then you come to America and you know, you start a business and it's just like, this is just going to be easy, you know, because it's, you know, it's a walk in the park.

Okay, any more questions about this? Comments?

Got one more point I want to make. Then we're going to do an exercise and we're going to do a little prompting.

I want you to start having network radar, network vision, which is in the Pareto principle, eighty percent of the benefit comes from twenty percent of the work.

So eighty percent of your network value is going to come from twenty percent of the members in the network.

All right. So if you know a hundred people, for you, the key is to identify the twenty of them that are going to be the networkers who would you would want to be connecting to each other, and then you'd want to be connecting to their networks.

A good friend of mine and another another teacher coach who does a lot of stuff with AI, in fact, she introduced me to somebody a couple of weeks ago. And I jumped on the phone with him or jumped on Zoom with him. I'm sorry. And and we went back and forth.

She just thought it would be interesting to connect us up. And this guy was super interesting. He's totally outside of my world a bit, but he's a networker. I could tell just by talking to him.

He's somebody that is interested in meeting lots of different people from different worlds. And as we're talking, he's I can literally hear him saying, oh, you know what? You might like to meet my friend this who does this. You might like to connect with this person.

These are the people that you're looking for. This is who you're looking for. But they're not gonna signal that that's who they are until you also kind of signal back that it's who you are.

Does this make sense?

So for example, if you get a little social group together or a mastermind together and you call up ten people that you want to invite and you say as you're inviting them, by the way, who else do you know that would probably enjoy coming to this that meets these three criteria?

Two or three out of the ten people are going to start saying, Oh, I know this person and I know this person and I know this person.

And one of the people is gonna say something like, oh, well, I could invite my whole club over here or I could send this to my whole audience or does this you make sense, guys?

Yeah.

I'm working on a couple of masterminds right now, but this one super high end mastermind that I'm working on with a lot of the top teachers in the world, the same thing.

Okay? Two out of ten of them. They just keep sending me people, they just keep referring people to me because that's who they are. And it's where they're at. And they recognize that it's a really great thing, you know, so that's what we have to go after here. And you have to remember that those people are gonna be worth multiple times to you in terms of networks and referrals and everything else. So you really wanna focus them, you wanna follow-up with them, you wanna send a book, etcetera, etcetera.

Okay, so let's take out a blank piece of paper.

And I want you to make a list of ten people that you believe are that person in your network.

Okay, so make a list of ten people who you think are real networkers.

And you might want to write this, you know, on a like in a in a Google Doc or an Apple note or somewhere because it would also be useful if you want to use this for prompting to write down a few things that you know about the person.

K? So write down, you know, they're a financial planner, you know, they, you know, are male, they, you know, make this much money a year, they like traveling to this

place, they have a master's degree in whatever. Just write down a few things about them that stand out to you that you know about them.

So not necessarily for them to be the networkers, but people that are we believe we can align well and we can exchange value and stuff like that at a higher level?

Yeah. So in other words, you're looking for ten people in your network who you believe are the connector types.

They know a lot of other people and they like connecting people to each other. They're just, you know, just you know the people that are connected to lots of people.

Okay? So write it down and then try to write down two or three things about each of them that you know that are unique.

Alright? So I'll just give you you know, try to do like forty five seconds a piece or something. Try to get this whole thing done in about five minutes.

Would you consider those people that I'm gonna mention right now as appropriate people? Like, we create joint ventures and strategic alliances with, in my case, local businesses like yoga centers that I know the owner and then obviously they have the people that possibly can benefit from what I have.

Yes, exactly. As long as you believe that they're well connected and they're a networker type.

Well, they own the business, so they are connected with all their clients.

Well, that's true, but they may not be the kind of person who likes networking with people.

Sure.

Evan, question for you. Yep.

So there's someone in my network who's had just some amazing, wild success and is connected to everybody.

Knows where to go and probably doesn't have any doesn't need any help.

But he's so damn well connected.

Is there anything I can make from that?

Well, what does he does he value? Everyone, I just put a prompt in the chat here that I want you to open up and we'll go over it here in a moment.

So it's your job to figure out what does he like? What does he value?

I know he's very much into connecting with old friends. But I don't feel like he has compulsion to, anything that he wants to know about he's probably in a great position to know on his own.

Does he like being seen as an important person?

Yeah I'll tell you who he is. His name is David Zaslav if that means anything to you. No. Okay he's the CEO of Time Warner Discovery that just got bought by Paramount.

Yep.

Out and ask you know say hey I'm writing a book or I've got a podcast or I got a whatever And so my needs. What?

So directly my needs.

No, no, no. No, no. It's, hey, I've got this thing where I feature geniuses like you. And like to feature you or make you important.

In other words, I'm not asking him to do something for you. I'm saying what's the thing that I started by asking, hey, does he like to feel important?

And you said, yeah. I think so. And I'm like, okay. Well, do something that makes him feel important. I don't know if being on your podcast would make him feel important. I'm just trying to link up what's something that is his value and then speak to his value. Okay, that's the key.

Okay, so everyone open up this, prompt that I just gave you here.

And what we're going to do is we're going to use three of our kind of command center docs, right? So we're to say, I'm a coach who helps type a client. So we're going to give it a little sense of who we are attached to this prompt is my avatar doc, my personality doc. And then this time it's my style doc. Okay, so communication style.

I'm working on building my network, particularly building my affluent client network. I've identified ten people from my network who I believe are the most connected best networkers, most likely to be the kind of person who can refer me to more affluent clients.

And then here are the descriptions. Now, if you want, you could just put the descriptions in a Google Doc and connect it.

Or you could just paste them right here into this.

I'd like to create a strategy and a plan to reach out to these individuals, set up Zoom meetings or phone calls, signal to them that I'm also a well connected networker on the calls, and then begin having group meetings on Zoom or in person to build my network. List ten different ideas for how I could reach out to them to start the networking conversations, including emails and scripts I could use, then list ten strategy ten ten strategies I could use to get them together in groups, masterminds or socially to begin building my affluent client network in a way that would be most valuable to my specific group.

And I'm going to say diverse here in the strategies because we want, as you guys know, I like generating divergent ideas first, and then from there, right, we can narrow in on them. So we're going to start with this prompt.

And then from here, I want you to pick one of the outreach ideas and then one of the networking strategies that you could use. If you want to refine it a bit with some prompting, you know, if you want to say, hey, know, this one sounds good except I don't really like this, you know, or I, know, I like this idea, or I like these three, can we combine them until you get something that's a, you know, a good outreach strategy. And then one is something that you could do that could be a, you know, a long term strategy of getting them together, of building a network, building a mastermind, building a WhatsApp group, whatever, you know, would work to actually start building the network.

And then you'll share it with the others in your group here.

And workshop it to get something that you could actually use. Okay?

So I'm going to say take the first ten, fifteen minutes and actually do the prompt, right? And then, after about maybe fifteen minutes, you can actually start doing the the workshopping and the the collaborating.

Alright. I'm gonna put everybody into a couple of breakout rooms here.

I have a question.

Yep. Go ahead.

Is I have virtually no network, and I'm wondering so so it's like I'm not use sometimes I'll mention one person to another person or something like that. But Yep.

Have you know?

Put everyone you have into this. Start there.

Anything I should think of also is, like, building, getting out there and doing what certain activities that would support growing a network?

Oh, absolutely. I mean, you should go to every social event you possibly can online and in person. But we're going to be talking more about kind of social network like doing that stuff next week.

Okay.

So for now, just do this exercise.

And with anyone you have, Okay, just start here because it's going to start without reach and the warm ones, even if you have fewer of them is still going to be better. Okay.

Okay, thanks.

Yeah, you're welcome.

Alright, guys, here are the breakouts. Have a great session. I'll call you back close to the top of the hour.

Okay.

Welcome back. So what happened? Tell me what you came up with here.

So that forms to be more or less something like BNI type of approach where you reach out to them, you're trying to attract them to what you're trying to do, and once they're in, you give them well, at least the prompt, the the result from it, it just gives me ideas on what the collaboration and the mastermind will be. Of course, we can adapt it however we want, But, yeah. But for me, some some of the my best clients, I put him here, but I don't think even though he's he's my best client, he's like a friend too, he would not be a part of that. He's so busy. He travels with his wife so much.

He works a lot. He wouldn't be appropriate for that, but he can certainly probably be open to connect me with other people, you know, if not him being part of that.

Well, let me ask you this. I mean, you've got a gym, right?

Is it a space where people could meet in person?

Could you, like, reorganize it in a couple hours and make it a social kind of environment? Okay.

Does he live in the area?

He does, but seventy five percent of his time is not he's not here.

Great. I understand. So everyone, you so Christo said this is we're talking about something like maybe like BNI, okay, which is like a professional networking kind of group.

I would say that on the business social scale, BNI is kind of like over here.

It's not all the way business, there's some social, but it's much more of a business social kind of thing.

And then like pure social is, I don't know, like your kid's birthday party or something like that, where it's like just people coming over to kind of hang out. What I'm suggesting is that you start organizing something that's a little more here.

It's a little more there to, you know, here or something. It's on the business side maybe a little bit, but it's very social because most people are more disconnected than ever from other people.

We have to really get that. People are disconnected from other people. And if you can be the one that gets them together, even on Zoom to just hang out and talk and chat and have friendship and companionship. But for you, Haristo, right, you

you if I were you, I had a gym, I would once a quarter be having an event in there on some special topic, you know, on some theme.

And then whatever the one is where you think that he would be most likely to be in town and that would be most relevant for him, you know, maybe you get one of them together and it's about life extension and longevity and you're bringing in some friend of yours to come talk about peptides or whatever the thing is, you reach out to them, you go, hey, you know, I'm getting together a little group at my place. I'm bringing in this person. They're gonna talk about peptides. We're gonna talk about biohacking.

And I think that you'd like this, you might meet a couple of good people. And then you make sure and invite people that would be good connections for that guy, and then when he's there, you introduce him to two or three people that he says, wow, that's a good person to meet. And then once a year, he comes to one of your events. Hundred percent.

Think about it.

A lot of potential for that for sure.

Yeah. That's the way you think about it. Yep. Any other comments? Anyone else wanna share on this?

I'll say I got some good ideas.

I used to do telesummit, and then, so one of the things I don't really they're not working as well anymore, but one of the things that recommended was on my Substack to do an author spotlight series where I could have all the connectors and invite them.

And that's something I was already thinking of. Another thing, co hosted webinar or panel a shared substack or private newsletter Sedona in person gathering we've had talks here in our living room we have a huge living room and Jim has given talks in our living room And we could do that again, honey, where you know,

now that you're in graduate school and you're getting all these smart new ideas, it might be fun to kind of in addition to having you share some of them online to share just with our local community here and really be sure that we're inviting all the highest level connectors that we know, and not only have them come to hear you, but also have social time and Yes, I love it. And to network with each other. And we can be introducing them to each other consciously more than we did the last time you gave talks.

So what is the one word that best describes the benefit of coming to what you would be doing or the unifying concept?

If it was in person?

Yeah. In your living room.

What's the topic that you're salon. It's like a I mean, Jim's an expert Well, what's the topic?

Well, Jim's an expert in neurology, and now he's learning all these newfangled things about neurology applied to brain time, which is his product, his invention.

Jim, what is it?

What's the How can protect cognitive health? Age related brain decline. Protect your brain. Extend your brain's lifespan.

The Sedona Brain Summit.

Love it. Okay. Because you Vivint Sedona, so you put that in there, whatever you're doing. That's just a killer brand. And then Summit, right? The Sedona Brain Summit.

There you go.

For in person talks or for something online? Like, it's his substack.

Well, I'm just saying, if you're talking about having a bunch of really cool smart people come over to your house and meet in your big living room, you just call it the Sedona Brain Summit. It's great.

Yeah. Okay.

Yeah. Probably Sedona Brain Summit dot com is even available for ten bucks.

Oh, Or or Brain Salon dot com or yeah.

And do you like This just sounds cool.

Summit.

The Sedona Brain Summit. Even if there's five people.

It could be a couple hours, like five to eight. I mean, like four to eight pm.

You're just connecting people.

Guys, seriously, trust me, everyone.

You want to be the one that for years of your life was just connecting everyone to everyone.

That's how you stay relevant. That's how you stay in the network. That's how you have all kinds of interesting ideas coming in. That's how you're learning the new things that are happening with AI. You know what I mean? Yeah. This is it.

You know, Christo, for you, I would some point this year, for sure, I would have an AI and fitness summit at your gym and invite every client and have some new stuff about AI and fitness. And then I guarantee you somewhere in that day or that evening, someone five people are going to walk up to you and they're going be like, my God, Christo, here's what I'm doing to make my longevity go whatever.

Here's what I'm doing with fitness and AI. And then you say to them, Well, that's amazing. Number one, come meet my other friend here who's doing some really cool stuff. You two should be friends.

And then Could I interview you? Would you do a talk at one of these next time? Could I have you on a Zoom? And you go find all the people in your network that are the power people, and then you connect them to each other, and then you have them be the speakers at the next thing. You know, Laura, you understand this if you've done telesummits and so forth.

I'm sorry, when you said AI fitness, did you mean that together professionals about that or I'm just saying have something at your gym to do with AI and fitness.

I don't know what it is. And then get everybody in your network together that's interested in AI and fitness and have them all come and just meet each other and then find the five people that are already in your network who are doing interesting, cool stuff with AI and fitness, and then have them speak, connect them to each other, build a little mastermind.

Know, that that's if I were you, I'd immediately, I'd try to get someone I'd try to get eight or ten people in a WhatsApp group meeting once in a while that are at the edge of AI and fitness.

K. You just want to know what's going on.

Evan, what kind of mix of presentation and social mixing would you suggest, have you found works best?

Well, the, you know, the so I'm having a mastermind this Friday and Saturday with a bunch of the top marketers. It's two days. The first day, each person shares something that's working for them, and the second day, each person asks, you know, the rest of the group for help on something.

And would that be would that be a similar kind of format that you would envision to a living room meeting?

How many people?

Oh, I I I we could prob I I I'm gonna guess five to ten.

Okay. Great.

So five to ten We had twenty or thirty in this living room.

Let's say there's ten, just for the sake. This scales up or down. If it's only going to be a couple of hours, you have one of them do a share for the group, and then you have Q and A for that person. And then you do some networking. You can share something as well. If it's going to be longer, you can have a couple of people do shares, and then you can have a couple of people do hot seats where they share what their biggest problem or challenge is, and then the rest of the group brainstorms for them.

And then we get to decide, is this going to be providers or experts? What's the mix of just people who are interested in the topic protecting their own brain and the mix of people who are providing services or are experts in that field.

I've been in groups where it's all providers or it's mixed.

Well, if you're going to do the Sedona Brain Summit and it's I would be once a month or every sixty days or ninety days.

Yeah. But it'd probably be once a month. I'd just be getting I mean, you live in Sedona, man. I'd be getting everybody that could be a good network member for you to come to that thing.

And that sounds really good.

Sedona Brain Summit for sure.

This sounds so great. You know?

And there are lots and lots of practitioners who are chiropractors, neurologists, body workers, but there's also other kind of, like, I don't know how you say this, spiritual practitioners who would be interested in brain stuff and might wanna network with each other.

That's exactly right. You want to be the the living room where everybody meets.

Yeah.

That's it, guys. That's it. And, course, you can also use AI to have fun games, to connect them to each other, be creative, have fun. Also, another thing to do is, let's say you're getting ten people together, ask them in an email or on the way in, what's your biggest challenge right now? What's the thing you're trying to do with your business right now? Take all the answers, put them into AI and then say to AI, what's the common theme here? This way, when you have a presentation or you do a talk or you make an offer or you do whatever, you're talking to the common denominator of the whole group.

Okay, very important.

And I know that Jim is probably, I don't wanna assume like you're not too involved with LinkedIn and tech stuff, but [sedonobrainsummit dot com](http://sedonobrainsummit.com) is available for very cheap. Go get it.

See, I thought so. Right? Great, great. You. Great work everyone.

You too.

All right, have a great rest of your day. I'll see you soon. Bye bye. Bye team.

Bye.