



CHEAT SHEET OF A GOOD SCHMOOZER

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It's much easier to evangelize people you already know—or, more accurately, people who already know you. The process of building such social connections is called schmoozing.

If you're hesitant about schmoozing—either because you're shy or because you consider it offensive or manipulative—you need to change your mind. In his book [The Frog and the Prince: Secrets of Positive Networking to Change Your Life](#), Darcy Rezac defines networking (which is "schmoozing" for goyim) as "discovering what you can do for someone else."

World-class schmoozers adopt Rezac's outward, what-can-I-do-for-you attitude. It is the key to building extensive, long-lasting connections. Upon this foundation, here's how to get more people to know you:

Get out

Schmoozing is a contact sport. You can't do it from the office, so force yourself to attend trade shows, conventions, seminars, conferences, and cocktail receptions. For all the wonderfulness of Skype and Google Hangouts, pressing flesh is still the best platform for schmoozing.

Ask good questions, then shut up

Good schmoozers don't dominate conversations. They initiate with interesting questions and then listen. No one is more fascinating than a good listener.

Make it easy to get in touch.

This is ironic, but many people who want to be or are great schmoozers often make it hard to contact them. For example, they don't print their cell number on their business cards, or they don't include contact information in the signature area of their emails.

Follow up.

Follow up within twenty-four hours of meeting someone. Send an e-mail. Give her a call. Send her a copy of your new book. Few people ever follow up, so that the ones who do distinguish themselves as worth knowing.

Unveil your passions.

If you can talk only about your job, you're a boring person. Good schmoozers are passionate about multiple and diverse interests. A benefit of these passions is that they provide additional ways to connect to people.

I'm not saying you should take up a hobby because it will be good for business. For example, I'd rather be poor than play golf. However, I've made many business connections through hockey—and I've made many hockey connections through business.

Give favors.

There's a karmic scoreboard in the sky. This scoreboard tracks what you do for people. If you want to be a world-class schmoozer, ensure that you're hugely positive on that scoreboard.