

From the author of "*101 Crucial Lessons They Don't Teach You In Business School*," which Forbes magazine calls "1 of 6 books that all entrepreneurs need to read right now" and Business Insider calls "the most popular book of 2016 so far, according to Business Insider readers."

Forbes

BUSINESS  
INSIDER

# NETWORKING

## TO GET CUSTOMERS, A JOB OR ANYTHING YOU WANT



BY CHRIS HAROUN



*“Opportunity does not knock, it presents itself  
when you beat down the door.”*

-Kyle Chandler

Networking to Get Customers, a Job or Anything You Want

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## **Dedication**

I want to thank you and all of my Udemy students from 195 countries for your support. I want to thank you for inspiring me. I am so grateful to be given the opportunity to humbly help make a difference; this is what drives me and gets me out of bed every morning.

Thank you!

Chris



# INTRODUCTION & THANK YOU!

I have failed a lot in my career, but I have also successfully changed careers many times; I have also found amazing customers and investors by networking. I have been fortunate to have worked at Goldman Sachs, in the consulting, tech, hedge fund and venture capital industries. I have started several companies. I have also raised and managed over \$1bn in my career (a lot by networking). I want to teach you based on my failures and my success in life. Most success is based on the ability to network (not grades in school and not raw intelligence).

I will teach you exactly how to successfully network in this book so you can get anything in life that you want (that's right). For many people (myself included at first) it feels really uncomfortable asking strangers for meetings or for help...but you know what? **You will never get anything in life unless you ask**, including the following:

- A job
- A raise
- A promotion
- A customer
- A date
- A discount
- Anything really....ask & you shall receive – especially with networking!

Wow – is it really that simple – all I have to do is ask? Almost...but in order to receive, you need to give from your heart and find people that had similar life experiences as you are having now. Please watch this video: [https://youtu.be/5tPndbyJ\\_2Q](https://youtu.be/5tPndbyJ_2Q).

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The key to networking is giving and also finding people with something in common with you, which I will explain using many real life examples in this book. You need to appeal to emotions. For example, think about how you might write a cover letter and try to **appeal to emotions** and find someone with something in common with you that definitely wants to help you network. Please watch this video: <https://youtu.be/PoXGn8gMTsE> .

**We need to change the lens by which we see the world;** by the end of this book you will have an “a-ha moment” and, if you apply the concepts taught, I am convinced that your career will take off (and your personal life and happiness)!



Although this book is more than 200 pages, there is much more content available through the video links in this book (over 2 hours of video). Please click on the video links when you see them in this book (or if you have the print version, please type in the address listed – thanks).

Also, there are 15 downloadable documents/templates in this book, which will help you materially improve your networking skills. Please click on the downloadable links when you see them in this book. There are also 11 networking exercises in the book.

I hope you enjoy the book and the companion videos! I had a lot of fun putting it together :)



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## **SECTION 1: CRUCIAL** **NETWORKING SUCCESS SECRETS**

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*"Don't count the days, make the days count."*

*-Muhammad Ali*



# Let's begin!

## **7 Steps To Networking Excellence**

Now is the best time in your life and in history to network because social media platforms, like LinkedIn, make networking so much easier. Never before has it been this easy to network and take your career to the next level. My success rate in getting meetings with people I've never met before is 95%; I don't say that to impress you, I say it to impress upon you the fact that you can do it and I'm going to teach you how.

### **STEP 1 OF 7: HAVE A SUPERB SEARCH ENGINE OPTIMIZED LINKEDIN PROFILE**

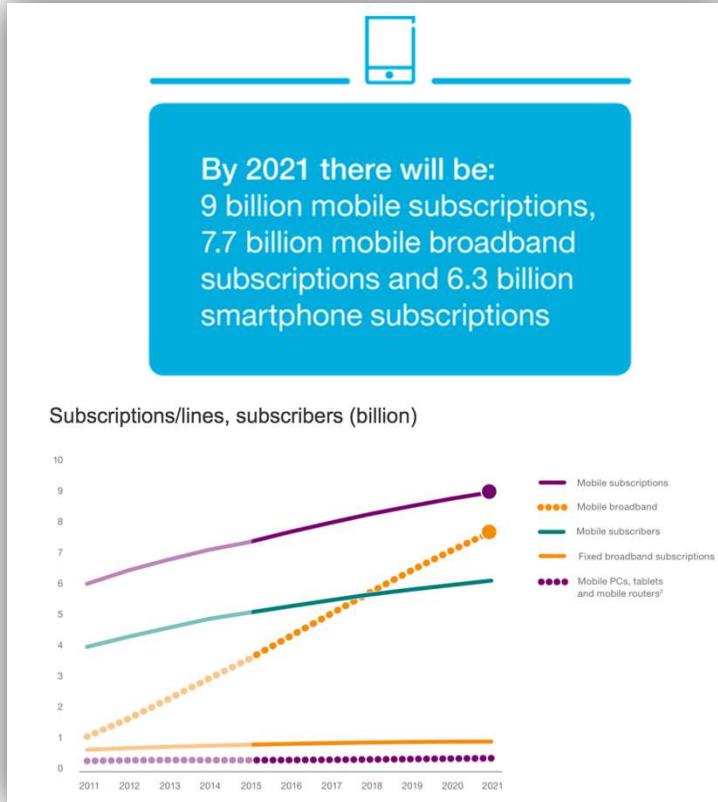
If you don't have a perfect and optimized LinkedIn profile already, then please watch this video <https://youtu.be/BilffCxJOa4>.

In the past it was really hard to network. You had to be a member of a far too expensive golf club or you had to have gone to Harvard Business School or other places that have great networks.

Networking used to be based on attending expensive out of town conferences and if you were too junior in the company, the company you worked for would not send you out of town because they would prefer to invest in their seasoned executives. Today a child in the middle of Africa has more access and faster access to information using cell phones than Bill Clinton did in the 1990s. In fact, each smartphone that we all have today has more processing power than all the computers in the world that were used in the late 1960s to put the first person on the moon!



According to Ericsson, there will be more than six billion smartphones by 2021 per this image.<sup>1</sup>



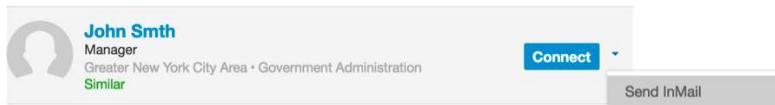
You now have access to hundreds of millions of people that you can now contact using just LinkedIn. The secret is to always be building and adding to your LinkedIn profile (which is what we discuss in some of the optional video links in this book).

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<sup>1</sup> Source: <https://www.ericsson.com/news/2016987>



Per the image below, whenever you send a message in LinkedIn (called an inMail) you monopolize the real estate in the top right hand corner of the most important networking tool ever created.



Almost every single LinkedIn user clicks on that red message in the top right hand corner right away whenever they see that indicator. Whenever they log into LinkedIn, they see it. With your awesome profile and with the proper communication to the right people, you'll be a networking giant.

This is what your profile looks like to | [Connections](#) | [Return to your profile](#)

<https://www.linkedin.com/in/maryswanson-337b6122>

I want to share with you many tips, secrets, and tricks to making these networking meetings a reality for you. Hardly anyone sends messages over LinkedIn right now which blows my mind because



it's the absolute best networking tool ever invented. It's a monopoly; no wonder Microsoft bought the company!

Your LinkedIn profile will be better than 99% of all LinkedIn members by the end of this book and, as always, I am here 24/7 to answer your questions (with my humble advice). More people will now take meetings with you if your LinkedIn profile looks amazing and if you keep it growing.

**Email is dead;** we receive so many emails from strangers now that we don't even bother opening them anymore. However, with LinkedIn, almost every single message you send gets read by the recipient. The likelihood that the recipient responds to your networking request is based on how professional your LinkedIn profile is which is why if you publish updates and write articles and are thought of as a thought leader, the more likely it is they're going to respond to your messages; in this book I will also teach you how to write LinkedIn articles like a professional journalist does as I have been trained through my Inc.com editor for my Inc.com articles and other publications I occasionally write for.

## **STEP 2 OF 7: WRITE LIKE A JOURNALIST DOES (I WILL TEACH YOU HOW)**

Years ago, you could only be a journalist if you worked for publications. Now, for the first time ever, you have the same access to journalism online on LinkedIn that everybody else has (how awesome is that)! I call this friction free journalistic networking.

Please watch this video for how to write like a journalist on LinkedIn and what this means: <https://youtu.be/rg24V2YmFms>



The barriers to journalism by the masses have finally been breached. By writing often you'll get noticed by recruiters and people that you want to do business with if you write simple articles about your business passion(s) from your heart. And so, I want you to think of yourself from now on as a part-time journalist.

Remember when you were in high school and that one time or two times or three times or whatever where you really poured your heart into writing an essay? You loved it because you wrote it from your heart!

I want you to think of LinkedIn journalism like that.

I want you to take your writing to the next level.

I want you to take your networking abilities to the next level.

And then eventually, I want you to write a book (that's right).

### **STEP 3 OF 7: WRITE A BOOK WITHIN 6 MONTHS OF READING THIS SENTENCE (THAT'S RIGHT!)**

Writing a book is a great way to network and it is so darn easy to do. If you can use Microsoft Word and you know how to use a browser to access Amazon.com, then you're done! Then what you'll do is you'll walk into client meetings and you'll bring a copy of your book and you'll give it to them. It's not hard to do.

I am writing this book right now on the elliptical trainer at 24 Hour Fitness in Millbrae California on my iPad using Microsoft Word. I made a simple Microsoft Word template that you can download right now and start writing today.



Download it here

<http://harouneducationventures.com/networking-book>. The name of the file to download is I-WILL-WRITE-A-BOOK-IN-6-MONTHS.DOC . The Microsoft Word template is 9 inches tall by 6 inches wide, which is the size of this paperback or e-book.

Throw down a challenge and tell your family and friends you are going to do this....and then you will! This is what I did and it was so darn painful when they asked me over and over again how my book was coming along : ) <https://youtu.be/kT2Esmul4sQ> .

If you write from your heart something you're passionate about, then writing is enjoyable. Who does that? Who writes a book? Who writes a book and gives it to potential people that are going to hire you or to potential customers? Who does that? Exactly. How badly do you want that job or customer?

Simply write it in Microsoft Word and then upload it to Amazon. Amazon takes care of the rest of it electronically. I dictated about half of this book using Siri on my iPhone when I would go for walks to Starbucks.

In electronic (Kindle) format, Amazon does all of the hard work by putting it online for free (see <http://kdp.amazon.com/>).

In paper format, Amazon does all of the hard work by putting it online for free (see <http://www.createspace.com/> ).

In audio format, Amazon does all of the hard work by putting it online for free (see <http://www.acx.com/> ).

I know it sounds incredibly ambitious to mention that you should write a book but again, how badly do you want this job or customer? When you finish it, bring copies to all of your meetings.



Would your competitors do this? No, exactly. Every battle has been won before it has been fought.

I want to change the lens by which we see the world, so we can capitalize by networking while coming across, as always, as affable, unique, impressive and interesting.

Networking is all about giving first and not receiving. You're writing articles which means you're giving information. So, before all networking meetings, I want you to please think about this. How can I help this person?

If you give during meetings or if you help somebody out by thinking from their perspective, they're going to want to help you. Let's do this!

#### **STEP 4 OF 7: KEEP GROWING YOUR ONLINE PRESENCE (IT NEVER ENDS)**

Your LinkedIn profile is a dynamic resume. It keeps growing and you keep optimizing and ‘nurturing’ it. As a result, more people will agree to meet with you if you publish a lot of high-quality content so that eventually you will become thought of as a thought leader.

I'm humbled to be your coach through all of this. There's really no limits to how many people we can meet by networking, except the limits that we set for ourselves. Whether or not you think you can, you're right.

It's not all about LinkedIn though (this video also addresses how to be careful and potentially remove negative things about you online): [https://youtu.be/\\_xwwjzqWIQU](https://youtu.be/_xwwjzqWIQU) .



## STEP 5 OF 7: BOND BEFORE BUSINESS

It took me 20 years in business to realize that relationships are more important than product knowledge. When we were kids growing up in Toronto, we used to go to Exhibition Stadium, which is the stadium my beloved Toronto Blue Jays used to play baseball in. I am so passionate about baseball....but I was even more passionate about it when I was a kid as I didn't realize it was a business.

We would go to Exhibition Stadium to watch our heroes, the Toronto Blue Jays, play baseball and we would network as little kids and ask over and over and over again from a young age for autographs.

We were persistent, we were a pain in the ass so we could get an autograph from our heroes, from George Bell or Rickey Henderson or Dave Winfield or Don Mattingly (when the Yankees would come to town and lose by a million runs). We were persistent. Then we reached an age where we started our first full time jobs and we stopped doing stuff like that. For some reason, you stop networking when you get a little bit older and graduate from high school or from university.

Can you pass the O'Hare test? <https://youtu.be/dzMKEEa-qzs> .

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## STEP 6 OF 7: ASK OFTEN

You graduate from school and then you stop asking for some reason. You think you'll get promoted or you'll get a raise for doing a good job. People will see you and they'll appreciate you. Unfortunately, that's not how it works.



We have to start thinking like when we were kids, and we'd ask for an autograph. We have to ask for a raise and we have to ask for a promotion or to get a customer to agree to a contract or we will never get anything in life! We have to ask people to meet with them.

It's so obvious the only place to get autographs from baseball players is at the baseball stadium. And so, I want you to think about that with respect to LinkedIn. It's so obvious that this is the only place, or the best place, to get access to people to network with. LinkedIn is like an adult's version of my Toronto Blue Jays Exhibition Stadium for the whole world!

Every single job I've received wasn't given to me. I had to work so hard at it by networking. I've changed careers many times by networking; I'll teach you how to do it.

What surprised me was that it wasn't really me asking for help that got me what I wanted, rather, it was me helping people that are more junior than me for some reason.... I just wanted to help and it always comes back to you. Some people might call it karma; I'll discuss this in more detail soon.

You can ask people to meet with you by networking and you can, of course, network by taking meetings with other people that reach out to you, which they will a lot once your LinkedIn profile is optimized.

#### **STEP 7 OF 7: GIVE/HELP OTHERS AND NEVER EXPECT ANYTHING IN RETURN**

The amazing thing is that the best networking meetings for me ended up being from people that reached out to me that were



younger and wanted my career help. In fact, I've gotten almost every achievement in my life not through my outbound networking abilities, but by the inbound ones, by people that were starting out in their careers and I just wanted to help them.

I found that by helping people, I felt good about myself. I really enjoyed it and it gave me an incredible high. You know how good you feel when you help somebody out? That's optimal networking, but also what I refer to as 'accidental networking'. Those 'I want to help you and I ask for nothing in return' meetings would pay off big time. I didn't want anything out of it. I just wanted to help.

The accidental receiving part of networking is a beautiful thing. The whole process of writing articles to post online is also the giving part of networking, which really pays dividends; after a while you'll kind of be thought of as a thought leader.

Give and you will receive in the long I run (I promise).



## ***Why Are There So Many “Move from the Mail Room to the Corner Office” Stories?***

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*"Everything you can imagine is real."*

*-Pablo Picasso*



Why are there so many move from the mail room to the corner office stories that we've heard of over the years? What did this person do to go from the mail room to become CEO or president? Two things:

1: They gave.

2: They networked.

Remember, networking is about giving. How did they give? Well, of course they gave the mail out to all executives that matter, and they're usually quite friendly. You know who I'm talking about. It's the charismatic, "good morning, how are you, did you have a good weekend, did you see the Yankees game, here is your mail. Aren't you glad that the Blue Jays beat the Yankees again?" (Sorry I had to throw that in).

Here are some great examples of people that started in the mail room and became a huge success:

**George Bodenheimer:**

([https://en.wikipedia.org/wiki/George\\_Bodenheimer](https://en.wikipedia.org/wiki/George_Bodenheimer)) started out in the mail room at ESPN, and 17 years later he was promoted to president of ESPN. I love stories like this!

**David Geffen:** ([https://en.wikipedia.org/wiki/David\\_Geffen](https://en.wikipedia.org/wiki/David_Geffen)) started out in the mail room and eventually launched his own media empire by signing Nirvana, John Lennon, Aerosmith, and many more. He's worth \$7 billion, he also donated an entire wing, and the medical school at UCLA was named after him. Good for him and God bless him. He also started Dreamworks with Steven Spielberg as well.



**Simon Cowell...** ([https://en.wikipedia.org/wiki/Simon\\_Cowell](https://en.wikipedia.org/wiki/Simon_Cowell)) you know that dude from American Idol, he started his career working in the mail room at EMI.

**Helen Gurley Brown:**

([https://en.wikipedia.org/wiki/Helen\\_Gurley\\_Brown](https://en.wikipedia.org/wiki/Helen_Gurley_Brown)) started in the mail room and then became the editor in chief of Cosmopolitan.

**Barry Diller:** ([https://en.wikipedia.org/wiki/Barry\\_Diller](https://en.wikipedia.org/wiki/Barry_Diller)) started out in the mail room.

**Dick Grasso:** ([https://en.wikipedia.org/wiki/Richard\\_Grasso](https://en.wikipedia.org/wiki/Richard_Grasso)) went from the mail room to become the head of the New York Stock Exchange - pretty cool!

**Sidney Weinberg:**

([https://en.wikipedia.org/wiki/Sidney\\_Weinberg](https://en.wikipedia.org/wiki/Sidney_Weinberg)) went from the mail room to the CEO position at Goldman Sachs where he was the CEO from 1930 to 1969...amazing!

The list goes on and on and on. All these people were given a shot to make it because they networked. If you think about it, if you work in the mail room, it's such a wonderful place to start, because you get access to all of these very senior people. They notice you, they're friendly with you, their barriers are down. They've got access to the people that can help them in their careers, and of course, they asked for help.

We've got to do the same thing as well. You might be thinking - Chris, I might not work in a mail room, but can you give me another way to meet a CEO? Damn right I can, it's way easier than you think. This sounds out there, but it works as I've done this:



Nobody goes to annual shareholder meetings anymore, or not many people. When I worked on Wall Street, I would go to them. Anybody can go and they're almost empty. They're just a formality. In many cases, CEOs love it when you show up. They're like, oh wow, a potential investor or somebody interested in our company is here! These CEOs are on their best game and they don't leave, usually, until everybody else does.

I want you to do it, I want you to be bold. I want you to go to these shareholder meetings and bring your resume to meet these CEOs. Why? Because nobody does this.

It's easier for anyone to network in this digital age versus before I was born when your name or where you came from often led to ceilings on how high you could progress. Today for free you can be a prophetic writer on LinkedIn, and a thought leader too!

It doesn't matter how young you are or how old you are or how many degrees you have. In venture capital, which is the industry I work in here in San Francisco during the day, we think it's ridiculous when somebody is trying to start a company or raise money and they spend so much time talking about their education. In the past, you would go to a great university because it would open up doors and get you access to great networking events. Not anymore because social media, especially LinkedIn, and journalism online, and other ways to network has made networking now accessible to all of us.

All people care about now is your last game. Not a game you played years and years and years ago at a great school. So you've got nothing to lose and everything to gain by approaching senior



executives or CEOs at shareholder meetings or in other places...screw it bring a resume. Just like the friendly, upbeat mail room person. They have access to senior management, and now, so do you.



## ***Why You Should Take Every Meeting (Yes You Do Have the Time)***

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*"You miss 100% of the shots you don't take."*  
-Wayne Gretzky



You should take every meeting that's offered to you. That's right! You do have time. You'll see that now with your optimized LinkedIn profile and with the many article you're going to be writing, you're going to start getting inbound requests from people that want to meet with you, and a lot of times, it's people who don't want anything from you except advice.

You'll see that a lot of the inbound requests are from younger people that just want mentoring, or people that are just a couple of years younger than you are and they value your opinion. Please help them.

I want you to take all of these meetings...yep, every single one of them even if you are busy. There is a cool saying that is "if you want something to get done, then give it to a busy person!"

You know exactly what I am talking about. Remember when you achieved a few awesome milestones earlier in your life and you look back and think: "how did I do all of that stuff at the same time?"

If I can't meet with somebody in person, then I do calls on my way home from work with them. I'll line up four or five calls in my 30-minute drive into San Francisco.

It feels amazing helping people...just incredible. But equally as important, when you mentor somebody else, you're basically reinforcing your core values and reminding yourself what your goals are. Younger people have the best damn ideas too as they haven't been molded by corporate politics, which will suck the life out of you (all the best signers wrote their best music in their 20s)!



My days never feel complete unless I feel that I helped make someone's life better. Maybe it's called karma, I don't know. But I've found that the most successful people that I know mentored and currently mentor more people than people that are not successful. They enjoy it and they're more successful because they mentor. I'm convinced of it. They give and they accidentally receive.

I didn't ever want to take these meetings selfishly, of course, I just want to help people, and often, I'll call these people a year or so later, and ask them for a favor or help with something, kind of like "The Godfather," but in a nice way; it's unintentional or accidental networking.

Helping others is awesome as you get a huge accidental return on your time by investing in people years down the road. We need to be long-term greedy. Executives that rise up through the ranks are the ones that mentor and help others. It's as if they are accidentally growing their empire. I don't know if they mean to, but people kind of rise up with them. These people that work for you or that you mentor become incredibly loyal to you. It's an unintended positive symbiotic networking relationship.

So please mentor as many people as you can as there's only upside in this. I get more personal gratitude and unintended business value in the long run by mentoring others than being mentored. Now, of course you need to be mentored to be successful, but mentoring other people, I humbly believe, has a bigger impact on your success and your happiness in business as well.

Getting mentored by others helps you in your career in the short run, but we always want to be long-term greedy, not short-term



focused. So again, getting mentored by others helps your career in the short run. Mentoring others, on the other hand, significantly increases your career longevity and how high you'll climb on the corporate ladder and, more importantly, your ability to go out and make a difference in the world. You will get to a point where you need fresh new ideas from somebody younger that thinks differently.

Mentoring other people helps you way, way more in the long run than being mentored by others.



***The More People You Meet the More People  
You Will Meet***

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*“Don’t wait. The time will never be just right.”*

*-Napoleon Hill*



The more people you meet, the more people you will meet; it becomes self fulfilling. If you help somebody with their career from your heart, they will open up their entire network to you. You don't do it on purpose, but it just happens that way.

I find that younger people that use social media have way more contacts than older people for whatever reason. Let's say that the average person that has been using LinkedIn has 500 connections. Let's assume that you only take 12 mentoring meetings per year...or one per month with younger people. Remember these people have 500 contacts each on LinkedIn, for example. Keep in mind that if your LinkedIn profile is complete and you publish on LinkedIn Pulse as we previously discussed, then you'll start to get many inbound meeting requests.

Let's assume that if in one year you mentored 12 people on LinkedIn and they have 500 contacts each. Of course they want to return the favor, even if that's not the reason you're helping them. You just want to help with your heart.

**Let's do some math here:**

**500 contacts Xs 12 people/year = 6,000 network contacts/year!**

These 12 people that you mentored will walk through walls for you! Say you start in your mid-twenties getting inbounds for meeting requests, which you accept. Then by the time you're in your 40s and you mentor only 12 people per year and the 500 contacts times 12....

**Then by your 40s, you're close to 100,000 people in your network that are there to help you. And that really adds up! : )**



During meetings where I mentor somebody I find that the person I'm mentoring is of course eager to help and quite often during the meetings they offer to introduce me to someone that might really help me a lot in business. Of course that's not why I'm doing these meetings.

Why do they do this? **It's because you're helping them from your heart and they feel it and they want to reciprocate.** If not now, then they'll reciprocate to you in the future.

In this Section I have discussed inbound networking requests. In the next Section, we'll discuss outbound networking, meaning how do you leverage your network and your background to get meetings. This will help you get a job, customers, or just enjoy meeting people with a different approach on business and on life. So the more people you meet, the more people you will meet and we always know that relationships are more important than product knowledge.



***Before We Get Our Networking Meetings We  
Need to Do This....***

---

*“Every strike brings me closer to  
the next home run.”*

*-Babe Ruth*



Please skip this section if you already have the premium version of LinkedIn set up.

In this chapter all I want you to do is sign up for the premium version of LinkedIn, which you can do by going to your profile and selecting try the premium version of LinkedIn for free, per this image:

The screenshot shows a LinkedIn profile for Mary Swanson. At the top, there's a navigation bar with links for Home, Profile, My Network, Jobs, Interests, Business Services, and a prominent 'Try Premium for free' button, which is highlighted with a red box. Below the navigation is a banner for 'Paid Online Webinars'. The main profile area features a large photo of Mary Swanson, her name, title ('Chief Compliance Director at Enron Part 2'), location ('San Francisco Bay Area - Financial Services'), previous employer ('Lehman Sterns, Axe Capital'), and education ('Ridgemont University'). It also shows a 'Send a message' button and a connection count of 1. To the right of the profile is a sidebar with an advertisement for DIRECTV and AT&T services, offering \$80/mo and a 2-year price guarantee.

We will use this premium service in the next few chapters to start setting up our informational networking meetings to help us get a job, get a customer or just network to understand if a certain career or industry is the right fit for you.

Now before we go on, please know that I am not affiliated with LinkedIn in any way at all (I have no business relationship with LinkedIn). I just think that it is the best networking tool in the world



and it has helped my career and my MBA and undergrad students' careers tremendously.

Please select the plan on the left called Land Your Dream Job:

The screenshot shows the LinkedIn homepage with a search bar at the top. Below the search bar, there are links for Home, Profile, My Network, Jobs, Interests, Business Services, and a 'Try Premium for free' button. A large orange banner features a profile picture of a man and the text 'Hi Mary, what do you want to achieve with your **free trial** of Premium?'. Below the banner, four colored boxes represent different plans: 'Land your dream job' (green), 'Grow and nurture your network' (blue), 'Unlock sales opportunities' (purple), and 'Find and hire talent' (orange). Each box contains a list of benefits and a 'Select plan' button. The 'Select plan' button in the green box is highlighted with a red rectangle.

I will let you browse jobs and apply for jobs over LinkedIn yourself; it's not helpful for me to teach you that as LinkedIn and YouTube searches can help you with this topic better than I can.

Rather, I want to help you network only. Again – apply to jobs if you want on LinkedIn, but I want to focus on teaching you how to get meetings by networking over LinkedIn as it works for me and has helped almost all of my in class business students that I teach during the evenings in the San Francisco Bay Area (your grades don't matter as much as your ability to simply ask for networking meetings).



Next select ‘Start my free month.’ You have 30 days to cancel before they charge you monthly. So if you want, set a calendar alert to remind you in 3 weeks or so to cancel.

Of course I don’t recommend cancelling as this networking goldmine will change your life. It has done wonders for many of my students over the past few years.

**Job Seeker features**

**Direct messaging to recruiters**  
Reach out directly to any recruiter or job poster with 3 InMail credits

**Who's Viewed Your Profile**  
See who's viewed you in the last 90 days and how they found you

**Featured Applicant**  
Move to the top of recruiters' applicant lists

**Applicant Insights**  
See how you compare to other candidates

**Limited time offer New**  
**On-demand courses to advance your career**  
Master in-demand skills with full access to over 4,100 expert-led courses on Lynda.com, a LinkedIn company!

**Start my free month**

After your free month, you'll pay \$29.99\* / month  
Cancel anytime, for any reason

Your day **job hunting** with LinkedIn Premium

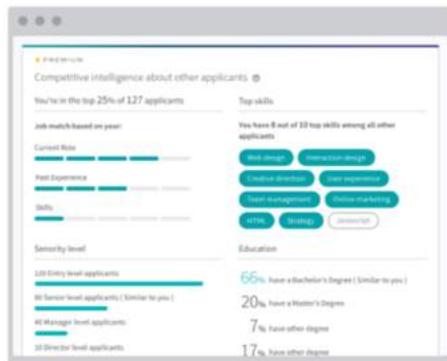
Please see the next page for the next step.



I want your profile to always be more complete and much better than your competition. Please remember to be proactive in your new found journalism passion. Write often to increase your visibility.

### Know how you compare to the competition

When you find a job posting at a company you love, you can use Applicant Insights to see how you compare to other applicants by seniority level, education, top skills, and more, so you can apply with confidence.



Please see the next page for the next step.



Here is an interesting feature; per the image below, you can find out who has viewed your profile, meaning recruiters and others.

**Know when someone's interested in you**

See who's viewed your profile in the last 90 days, like that recruiter who just looked at you. Free members only see the last 5 viewers.

The screenshot shows a section titled "Who's viewed your profile" with a line graph showing profile views over the last 90 days. Below the graph, it says "120 profile views over 90 days". It also shows "5 viewed from the Computer Services industry", "2 from [redacted] company", and "28 viewed from [redacted] people who know [redacted]". Below this, there is a list of five recent viewers with their names, companies, and titles:

Viewers	Name	Company	Title
Stephanie Arun	Data Scientist at Microsoft	[redacted]	[redacted]
Mark Johnson	Consultant and CEO at [redacted] Technologies Corp	[redacted]	[redacted]
Lily Lorraine	Owner of Little City's Home Map	[redacted]	[redacted]
Heather Higgins	Senior Designer at Imagine	[redacted]	[redacted]
Michael [redacted]	Product Manager at [redacted] Great Technologies	[redacted]	[redacted]

Please see the next page for the next step.



If you don't want others to know that you are looking at their profiles, then after you sign up in this exercise, then mouse over the small image of you in the top right hand corner and select privacy settings:

The screenshot shows a LinkedIn profile for Chris Haroun. The top navigation bar includes 'PREMIUM' and links for Home, Profile, My Network, Jobs, and interests. A search bar is present. The main profile area features a large image of the Golden Gate Bridge and a smaller portrait of Chris Haroun. Below the portrait, his name is displayed along with his title 'Founder & CEO at Haroun Education Ventures' and location 'San Francisco Bay Area'. His LinkedIn summary includes information about his current role at Haroun Education Ventures, The LEMO Foundation (Board), and Venture Capital & Private Equity experience. He has 500+ connections. On the left, there is a 'Posts' section with three recent articles: '5 Ways to Use Fewer Words for Strength', '4 Questions You Must Answer to Get Hired or', and '8 Reasons to Stop Dreaming and Start Your Company...'. On the right, there is a sidebar titled 'Account & Settings' with options like 'Sign Out', 'Manage Account: Job Seeker', 'Manage Job Posting', 'Manage Advertising', 'Manage Company Page', 'Change Language', 'Manage Privacy & Settings' (which is highlighted with a red box), and 'Get Help'. A 'Help Center' link is also visible. A sidebar on the right also shows a profile picture of Chris Haroun and a 'Follow Company' button.

Please see the next page for the next step.



Then select ‘Privacy’ at the top, then select ‘Profile viewing options’ and then change it to ‘Private mode’, which means all the person will see when you viewed their account profile is ‘Anonymous LinkedIn member.’

The screenshot shows the LinkedIn 'Privacy' settings page. At the top, there's a navigation bar with 'PREMIUM' and search fields. Below that, the 'Account' tab is selected. Under 'Sharing profile edits', there's a 'Profile viewing options' section. This section contains a note: 'Choose whether you're visible or viewing in private mode'. It lists two options: 'Visible' (selected) and 'Private mode' (highlighted with a red box). Below this, there's a note: 'Select what others see when you've viewed their profile'. The user's profile card is shown, featuring a photo of Chris Haroun, his name, title, and company information. At the bottom, there's a note: 'Note: Selecting this option will disable Profile Stats. Whenever you switch to anonymous, your viewer history gets erased.'

Please see the next page for the next step.



Another cool feature is that you can get recruiters to see your full profile so they can reach out to you which is of course optimal from a networking perspective, especially if potential employers or recruiters reach out to you.

## Let opportunities come to you

When you upgrade to Premium, you can let any LinkedIn member see your full profile and reach out to you for free, so you'll never miss an opportunity.

The screenshot shows a LinkedIn profile page for Anne Marie Perignon. At the top, her name is displayed in bold black text, followed by her title "Low Latency Developer at Novella & Co." and location "Greater Chicago Area | Internet". Below this, there's a photo of a woman with brown hair smiling. To the right of the photo, it says "3rd • PREMIUM". Underneath the photo, there are sections for "Current", "Previous", and "Education". Below these are "Connect" and "Send InMail" buttons, along with a "227 connections" link. At the bottom of the main profile area, there's a "Background" section with tabs for "Experience" (selected), "Education", and "Projects". The "Experience" tab shows two entries: "Low Latency Developer" at "Novella & Co." (January 2012 - Present) and "Front-End Web Developer". To the right of the experience section is the company logo "Novella & Co." and its website URL "http://www.linkedin.com/anneperignon/".

Please see the next page for the next step.

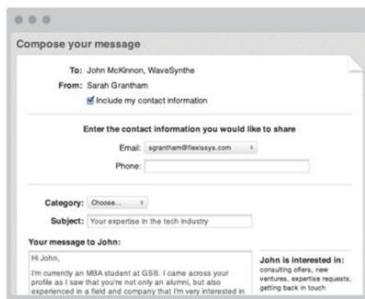


Now this is the main tool that we are going to use and you will love it because you can reach out to literally anyone on LinkedIn using their messaging system which is called **inMails**. This is what we are going to use to get networking meetings.

## This is a networking game changer!

### Reach out with confidence

With InMail, you can contact anyone on LinkedIn – from that recruiter who just viewed your profile to the hiring manager who's interested in you.



So please sign up for your 30-day free trial. Again you can cancel within 30 days.

Once you finishing signing up, I will see you in the next chapter and we will start networking.



## **SECTION 2: STRATEGIES TO GET NETWORKING MEETINGS**

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*“It always seems impossible until its done.”*

*-Nelson Mandela*



## **How Do We Get Meetings?**

I don't believe in theory when I teach. I love using real life examples in business to make you more successful. I'm not ashamed about opening up and talking about my failures and successes. I just want to keep it real. And so, in this chapter, I'm going to use a real example of how to network, how to get meetings, how to give and how to accidentally or unintentionally receive a lot more than you gave.

Unintentionally.

Accidentally.

Here is a recent video example of networking based on my personal experiences that blew my mind (and failures of course) using some of the networking concepts that we have discussed (also includes how leveraging social networking started a recent revolution and more): <https://youtu.be/V7oMAuN09FM>

Please remember that less is always more. We're going to talk about how to conduct a networking meeting shortly. Now remember, when you meet them, you have to give something. It doesn't have to be papyrus or an object, it can be an introduction to someone. In the first part of the meeting, you have to bond with them.

Give and you receive many times over and over. The purpose of the rest of this section is to discuss how to get the meetings.



Keep it personal.

Keep it real.

Bond before business.

And most importantly, have fun doing this : )



## ***Networking & Getting Meetings by Using Your Hometown or by Using Your Country of Origin***

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*“I can accept failure, everyone fails at something.  
But I can't accept not trying.”*

*-Michael Jordan*



How do we network using our hometown or country of origin? In LinkedIn, at the top, click on "Advanced Search" in order to conduct, of course, an advanced search.

The screenshot shows a LinkedIn profile page for Chris Haroun. At the top, there's a navigation bar with links for Home, Profile, My Network, Jobs, Interests, and Business Services. A red box highlights the 'Advanced' search link in the top right corner of the search bar. Below the navigation is a banner showing a photo of the Golden Gate Bridge at sunset. The main profile area features a large photo of Chris Haroun smiling. His name, 'Chris Haroun', is displayed in bold, along with his title 'Founder & CEO at Haroun Education Ventures'. It also mentions his location, 'San Francisco Bay Area | Venture Capital & Private Equity'. Below this, under 'Current', it lists 'Haroun Education Ventures, The LEMO Foundation (Board), Providing Opportunity for Women' and the website 'www.povstfu.org'. Under 'Previous', it lists 'Looksharp (Board), Bricket Computing (Board), Artis Ventures' and 'Education - Columbia University - Columbia Business School'. A 'Send a message' button is visible. To the right, it says '1a PREMIUM' and '500+ connections'. Below the profile area, there's a section titled 'Posts' with three recent articles: '5 Ways to Use Fewer Words for Stronger...', '4 Questions You Must Answer to Get Hired or Close...', and '8 Reasons to Stop Dreaming and Start Your Company...'. The article by Chris Haroun has 4,653 followers.



Then you can type in your hometown or my hometown, which is Mississauga, which nobody knows where it is, but it actually has a bigger population than San Francisco! Then I type my postal code or zip code where I am now, which is 94010, California. Then I select a hundred-mile radius and then click "Search."

The screenshot shows the LinkedIn Advanced People Search interface. The search bar at the top contains the placeholder text "Search for people, jobs, companies, and more...". Below the search bar, there are tabs for "1st Connections", "2nd Connections", and "Group Members". On the right side of the header, there are "Reset" and "Close" buttons.

The main search form is titled "Advanced People Search". It includes the following fields:

- Keywords:** A text input field containing "Mississauga", which is highlighted with a red rectangle.
- Last Name:** An empty text input field.
- Title:** An empty text input field.
- Company:** An empty text input field.
- School:** An empty text input field.
- Location:** A dropdown menu set to "Located in or near:" followed by a dropdown arrow.
- Country:** A dropdown menu set to "United States" followed by a dropdown arrow.
- Postal Code:** A text input field containing "94010" with a "Lookup" button next to it, also highlighted with a red rectangle.
- Within:** A dropdown menu set to "100 mi (160 km)" followed by a dropdown arrow.

On the right side of the search form, there are several filter categories with checkboxes:

- Relationship:** Options include "1st Connections", "2nd Connections", "Group Members", and "3rd + Everyone Else".
- Groups:** Options include "Global Private Equity & Venture Capital", "Investment Bankers Group: Investment Ban...", "McGill Alumni - U.S.", "Venture Capital - Public Equity - Funding - ...", and "Hybridge Capital Partners".
- Years of Experience:** A checkbox labeled with a question mark icon.
- Function:** A checkbox labeled with a question mark icon.
- Seniority Level:** A checkbox labeled with a question mark icon.
- Interested In:** A checkbox labeled with a question mark icon.
- Company Size:** A checkbox labeled with a question mark icon.
- When Joined:** A checkbox labeled with a question mark icon.

At the bottom of the search form, there are "Search" and "Reset" buttons.



As you can see in the next image there are 198 people here, in the San Francisco Bay Area, in my zip code, that are from or worked in Mississauga.

Screenshot of LinkedIn search results for "Mississauga" in the San Francisco Bay Area:

**Search Bar:** LinkedIn PREMIUM | Mississauga | Advanced | Business

**Search Criteria:**

- Search: Mississauga
- Advanced: All, People, More...
- Keywords: Mississauga
- First Name: (empty)
- Last Name: (empty)
- Title: (empty)
- Company: (empty)
- School: (empty)
- Location: Located in or near: (dropdown menu)
- Country: United States (dropdown menu)
- Postal Code: 94010 | Lookup
- Within: (empty)

**Search Results:** 198 results for Mississauga

Profile Picture	Name	Connection Level	Job Title / Description	Actions
	Shantanu Mittal	2nd	Full Time MBA Student at University of California, Berkeley, Haas School of Business San Francisco Bay Area • Biotechnology 4 shared connections • Similar	<a href="#">Connect</a>
	Sharif Aly	2nd	Director - IT San Francisco Bay Area • Internet 2 shared connections • Similar	<a href="#">Connect</a>
	Arjun Mohan	2nd	Co-founder & CEO of Eureka King San Francisco Bay Area • Internet 14 shared connections • Similar	<a href="#">Connect</a>
	Lakshmi Prabha Sivaram	2nd	Account Management & Strategy San Francisco Bay Area • Market Research 5 shared connections • Similar	<a href="#">Connect</a>
	Michael Golubev	2nd	3D-Printing Chat Bots for Messaging Apps San Francisco Bay Area • Internet 24 shared connections • Similar	<a href="#">Connect</a>
	Lyndsey French	2nd	Growing Careers in a hot industry! Come join one of the most recognized Mobile Marketing and Analytics companies. San Francisco Bay Area • Staffing and Recruiting 6 shared connections • Similar	<a href="#">Connect</a>



Now if I scroll down I can see that these people that are from Mississauga and live here in the Bay Area, close to me, work at Genentech, Google, Apple, Oracle, etc.

LinkedIn PREMIUM

Relationship: Mississauga

Location: Iris Shuyan Ouyang, Maria Zhukowsky, Xiti Ritesh Patel, Imad Ashfaq

Current Company: Genentech, Google, Apple, Oracle, MicroStrategy

Industry: Past Company: School:

Iris Shuyan Ouyang 2<sup>nd</sup> Research and Development Intern at National Bank San Francisco Bay Area - Research 2 shared connections • Similar Connect

Maria Zhukowsky 2<sup>nd</sup> Career Services/Events Coordinator at International Women in the US - The Expat Woman Careers and Job Search Network San Francisco Bay Area - Events Services 2 shared connections • Similar Connect

Xiti Ritesh Patel 2<sup>nd</sup> Founder at BuildScience San Francisco Bay Area - Commercial Real Estate 3 shared connections • Similar Connect

Imad Ashfaq 2<sup>nd</sup> Getting stuff done. San Francisco Bay Area - Internet 4 shared connections • Similar Connect

Past: Operations Research Analyst at Nissan North America Worked at various location: Manufacturing... (Nashville, TN and Mississauga, ON)

1 2 3 4 5 6 7 8 9 10 Next >

Ads: Ex-McKinsey Pros \$75/hr Hire top consultants to help w/ research, analysis & more! No risk.

A Board Position for You: These companies need board members. Click here to be matched with them.



Now let's assume that I want to work at Apple or I want to meet a potential customer at Apple. What I do is I click on that little checkbox to the left of Apple. As you can see, there are three people from Mississauga that work at Apple, close to where I live. Per the next image, you select "Send an inMail".

Search Advanced > Save search

All People More... 3 results for Mississauga

Keywords Mississauga

First Name

Last Name

Title

Company

School

Current Company: Apple × Reset

**William Sue** 2nd  
Apple Inc.  
San Francisco Bay Area · Computer Software  
1 shared connection · Similar  
Current: Senior Manager, Special Projects Group at Apple  
Past: Healthcare Consulting at GE Healthcare, Mississauga

**Rohit John** 3rd  
Engineering Program Manager at Apple  
San Francisco Bay Area · Consumer Electronics  
Similar  
Current: Engineering Program Manager at Apple

**Bill Zhao** 3rd  
SQA I&D Engineering at Apple  
San Francisco Bay Area · Semiconductors  
Similar  
Current: SQA Engineer at Apple  
Past: Engineering Intern (Smart Metering) at Enerresource Corporation  
Developed MS Access database and Excel macros... of  
Mississauga

Connect Send InMail Share

Send InMail

Send InMail

Send InMail



Then, per the next image, I would then put "Hi" in the subject line, and then in my message I would use "please" and "thank you". Then ask for a coffee meeting and say we're both from Mississauga.

The screenshot shows a LinkedIn InMail message being composed. The recipient is 'William Sue' at 'Apple Inc.' with an interest in 'expertise requests, getting back in touch, reference requests, career opportunities, consulting offers, new ventures'. The message body contains a greeting and a request for a coffee meeting. On the right, there are 'InMail Tips' for increasing response rates, mentioning common connections (Lev Mass), and limiting messages to 100 words. The footer includes standard LinkedIn links like About, Careers, Advertising, etc., and copyright information.

This person that I am trying to meet with might see that we have a connection in common, which you can see right on the right side, and he may think, "Hmm, I feel even "more comfortable accepting this meeting."



Now as you can see I have fifteen inMail credits available.

The screenshot shows the LinkedIn inMail interface. At the top, there's a navigation bar with 'in PREMIUM' and various links like Home, Profile, My Network, Jobs, Interests, Business Services, and Go to Lynda.com. A search bar is also present. On the right, there are notifications and a 'PREMIUM' badge. The main area shows an 'Open Profile Message' from a Premium member named William Sue, who works at Apple Inc. The message content is as follows:

**To:** William Sue

Hi

William,

Hope all is well. I am also from Mississauga and I live in the Bay Area. Please let me know if you have time for a coffee in the next few weeks.

Thanks a lot,  
Chris

Below the message, it says: "This message will use 0 inMail credits. Any messages sent in reply to this user are free. You have 15 inMail credits available." There are 'Send' and 'Cancel' buttons. To the right, there's an 'InMail Tips' section with two items:

- 1 Mention people you know in common: Lev Mass, Venture Advisor and Startup Me...
- 2 Limit your message to 100 words - make it direct and to the point

At the bottom, there are links for About, Careers, Advertising, Talent Solutions, Sales Solutions, Small Business, Mobile, Language, Upgrade Your Account, and several legal links: LinkedIn Corporation © 2016, User Agreement, Privacy Policy, Ad Choices, Community Guidelines, Cookie Policy, and Copyright Policy.

And what that means is I can send fifteen inMail messages on this plan per month. Whenever you send an inMail, if the person responds, then it doesn't count as using an inMail and LinkedIn credits you one inMail back to your account. Lastly, I want to say that the farther you are away from your hometown, the more likely it is that someone will want to accept a meeting with you.



## ***Networking & Getting Meeting Using Your Background or Heritage..Leverage Your Roots***

---

*“Believe you can and you’re halfway there.”*

*-Theodore Roosevelt*



You need to leverage your roots. Similar to the last chapter, if we go to LinkedIn and we search for something else like, say you're Lebanese, and you're going to be visiting New York, then (per the image below) I put in the New York zip code where I used to live on the upper east side, which is 10128.

The screenshot shows a LinkedIn search results page with the following details:

- Search Bar:** Lebanon
- Results Count:** 11,604 results for Lebanon
- Advanced Search:** Available
- Keywords Filter:** Lebanon (highlighted with a red box)
- People Filter:** All, People (highlighted with a red box)
- Postal Code Filter:** 10128 (highlighted with a red box)
- Profile Preview 1:** Majdi Ramadan (GROUP), Consul General of Lebanon, Greater New York City Area - Government Administration, Similar. Current: Consul General of Lebanon at Consulate General of Lebanon.
- Profile Preview 2:** David Cass (2d), Chief Information Security Officer Cloud & SaaS Operational Services at IBM, Greater New York City Area - Information Technology and Services, 11 shared connections, Similar. Current: Member Board of Trustees at Lebanon Valley College, Senior Vice President & Chief Information Security Officer at Elsevier, Senior Director of InfoSec Risk and Governance at Freddie Mac, Vice President - Director at JP Morgan Chase.
- Profile Preview 3:** Ziad Abdelnour (2d), Wall Street Investor & Financier, Pres. & CEO Blackhawk Partners, Chmn Financial Policy Council, Author Economic Warfare, Greater New York City Area - Venture Capital & Private Equity, 34 shared connections, Similar. Posts by Ziad Abdelnour: Are all Liberals Idiots? (July 27, 2016, 236 Views), What can we expect from 2016? (July 22, 2016, 156 Views).
- Filter:** Only show people in the Pharmaceuticals industry? (highlighted with a red box)
- Profile Preview 4:** Nelson Tieng (2d), Physician Partner at MDExpress Urgent Care, Greater New York City Area - Hospital & Health Care, 3 shared connections, Similar. Current: Assistant Director, Emergency Dept at Bronx Lebanon hospital.
- Profile Preview 5:** Amparo Ramirez (3d)

There's over 11,000 people with Lebanon on their profile living in New York City....wow that's a lot!



Let's narrow it down a bit. Say we want to meet with someone that is from Lebanon that lives in New York City and works at Goldman Sachs, for example. So, as you can see now, there's 29 results.

The screenshot shows a LinkedIn search interface. At the top, the search bar contains 'Lebanon'. Below the search bar, the results count is displayed as '29 results for Lebanon'. The search filters on the left side have 'People' selected under 'All'. A red box highlights the 'Company' filter dropdown, which has 'Goldman' selected. Other visible filters include 'First Name', 'Last Name', 'Title', 'Current or past', 'School', 'Location', 'Country' set to 'United States', and 'Postal Code' set to '10128'. The results list includes profiles for Nour Daoud, Michael A. Meyer, John Hooton, Kelly Kurylak, Erin Gildersleeve, and Audrey Birkland, all associated with Goldman Sachs.

Leveraging my Lebanese roots from my mom's side of the family actually got me meetings with a guy named John Mack ([https://en.wikipedia.org/wiki/John\\_J.\\_Mack](https://en.wikipedia.org/wiki/John_J._Mack)). He was the CEO of Morgan Stanley and a great guy. Why did I get these meetings? Because I leveraged what we have in common and because I asked. ([https://youtu.be/5tPndbyJ\\_2Q](https://youtu.be/5tPndbyJ_2Q))



## ***Networking & Getting Meetings Using Schools You Have Attended***

---

*"When you cease to dream you cease to live. "*

*-Malcolm Forbes*



Always remember that people want to help you, especially if they have something in common with you. Just ask. So let's do an advanced search on schools that we have attended. Only in this case, I'm going to assume that I'm in Paris, where the zip code where I'm going to be, or the postal code, is 75001. I also enter in the name of my university, which is McGill University. And let's say that I want to meet with people that went to McGill University that live within, 15 kilometers of the Paris zip, or postal code that we just entered.

As you can see...wow that blows my mind, 1693 results!

The screenshot shows the LinkedIn Advanced Search interface with several search parameters highlighted by red boxes:

- School:** mcgill
- Country:** France
- Postal Code:** 75001
- Within:** 10 mi (15km)

The search results page displays 1,693 results. The first few profiles shown are:

- Pablo MARTIN de HOLAN Ph.D. (潘博) 1st  
Dean of MBAs | Researcher | Keynote Speaker | Journal Editor | Paris Area, France • Higher Education  
+ 4 shared connections • Similar • 44,500+
- Elianan Moryoussef 1st  
Prospective MIB Student at Queen's University - Smith School of Business  
Paris Area, France • Financial Services  
+ 15 shared connections • Similar
- Gabriel Gougaud 1st  
Founding Partner at Dare2Impact  
Paris Area, France • Management Consulting  
+ 21 shared connections • Similar • 44,500+
- Marion Lannoy 2nd  
Consultant at Horwath HTL France  
Paris Area, France • Management Consulting  
+ 9 shared connections • Similar
- Géraud "Gerry" Dambrine 2nd  
Executive Vice-President, Lombard Odier Investment Managers  
Paris Area, France • Investment Management  
+ 4 shared connections • Similar

At the bottom of the search results, there is a "Only show people in your groups?" filter button and a "Filter" button.



Now let's assume I want to narrow it down a little bit more because I want to work at consulting firm McKinsey. I want to find people that work or worked, at McKinsey that went to McGill that live within 15 kilometers of that zip code or postal code. It looks like there are 10 people that work or worked at McKinsey that went to McGill that live in this area.

The screenshot shows a LinkedIn search results page with the following details:

- Search Bar:** Shows "10 results".
- Advanced Search:** Includes filters for "People", "Keywords", "First Name", "Last Name", "Title", "Company", "School", "Location", "Country", "Postal Code", and "Within".
- Results:** A list of 10 profiles:
  - Vincent Belliveau**: SVP and General Manager EMEA - Cornerstone OnDemand, Paris Area, France • Computer Software. Past: Business Analyst at McKinsey and Company. Education: McGill University. **Connect** button.
  - Sophia Alj**: Junior Associate at McKinsey & Company, Paris Area, France • Investment Banking. Similar. Current: Junior Associate at McKinsey & Company. Education: McGill University. **Send InMail** button.
  - Mathilde Falise**: Senior Consultant chez McKinsey & Company, Paris Area, France • Management Consulting. Similar. Current: Consultant at McKinsey & Company. Education: McGill University. **Send InMail** button.
  - Camille Tyan**: CEO at PayPlug - We're hiring!, Paris Area, France • Financial Services. Similar. Past: Business Analyst at McKinsey & Company. Education: McGill University. Current: Co-Founder & CEO at PayPlug. **Connect** button.
  - Maha ABDELLAOUI MAANE**: Student at HEC School of Management, Paris Area, France • Management Consulting. Similar. Current: Business Analyst at McKinsey & Company. Education: McGill University. **Send InMail** button.
  - Francine Abgrall Debane**: Associate Partner, Paris Area, France • Management Consulting. Similar. Current: Consultant at McKinsey & Company. Education: McGill University. **Connect** button.

Now, since Paris is really, really, really far away from Montreal, my chances of one of these people accepting my meeting request is very high. Remember, the farther away you get from home, the more likely it is that people want to meet with you that are from a similar background.



So here's what the inMail message would look like (less is always more....mention what you have in common...use please and thank you and never say why you want to meet.....or they will feel bad that they can't help you with your request to get a job for example and decide not to reply).

The screenshot shows the LinkedIn homepage at the top with various navigation links like Home, Profile, My Network, Jobs, and Interests. Below this is the InMail interface. On the left, there's a blue header with the LinkedIn logo and the word 'PREMIUM'. The main area has a white background. At the top left of the message window is a blue envelope icon followed by 'InMail™'. To the right of the envelope is a small profile picture of a woman and the text 'Mathilde Falise Senior Consultant chez McKin...'. Below this, under 'Interested In:', is a list of topics: expertise requests, career opportunities, business deals, consulting offers, reference requests, new ventures, job inquiries, and getting back in touch. On the far left of the message window, there's a 'To:' field containing 'Mathilde Falise'. The message body starts with 'Hi' in a red box, followed by 'Mathilde,' and a message: 'Hope all is well. I am also a McGill graduate and am in Paris. Please let me know if you have time for a coffee in the next few weeks.' Below this, it says 'Thanks,' and 'Your Future Boss'. At the bottom of the message window, there are 'Send' and 'Cancel' buttons. A note below the buttons states: 'This message will use 1 InMail credit. Any messages sent in reply to this user are free. You have 15 InMail credits available.' On the right side of the message window, there are two numbered tips: '1 Show that you've done your research and reference something from the recipient's LinkedIn profile' and '2 Limit your message to 100 words - make it direct and to the point'.

Ya ya ya my title in the image above is a joke eh! ; )



One more thing, per this image, select “my network” and then “find alumni”.

The screenshot shows the LinkedIn homepage with a red box highlighting the 'My Network' button in the top navigation bar. A dropdown menu is open from this button, showing options like 'Connections', 'Add Contacts', and 'People You May Know'. Below this, another red box highlights the 'Find Alumni' button. The main content area displays search results for 'Columbia University - Columbia Business School' with 45,476 results. The results are categorized by location ('Where they live'), industry ('Where they work'), and job function ('What they do'). At the bottom, there is a grid of five profile pictures of notable alumni.

Where they live	Where they work	What they do
United States	Citi	Finance
Greater New York City Area	McKinsey & Company	Entrepreneurship
San Francisco Bay Area	Goldman Sachs	Business Development
United Kingdom	J.P. Morgan	Consulting
London, United Kingdom	Morgan Stanley	Raises

You can do a lot of really cool stuff here. You can select notable alumni (per the image on the next page), and I guarantee you that if you search for notable alumni, from your school, you'll say to yourself "I had no idea she or he went there!" Then you can contact them, or find a reason to contact them.

Play around with this, it's actually a lot of fun and interesting too. You can spend hours looking at it, trust me. You'll have an a-ha moment from a networking or job search perspective by messing around with this.



Screenshot of a LinkedIn search results page for "Columbia University - Columbia Business School" in the "Greater New York City Area". The search bar at the top shows the query. Below it, there are tabs: Home, Notables (which is highlighted with a red box), Students & Alumni, and Recommendations. On the right, there's a "Follow" button and a "LinkedIn for Education" link.

The main content area displays profiles of notable alumni:

- Cyrus Massoumi**, CEO / Founder of TRILOGY<sup>®</sup>. He has a profile picture, a bio mentioning his roles at Trilogy Software, OneSizeTooSmall, and ZoDoc, and a graduation year of 2003. Below his profile are 20 thumbnail images of other notable alumni.
- Sallie Krawcheck**, CEO and Co-Founder of Ellevest. She has a profile picture, a bio mentioning her roles at Sanford C. Bernstein & Co., Director of Research at Sanford C. Bernstein & Co., and CEO and Co-Founder of Ellevest. Below her profile are 17 thumbnail images of other notable alumni.

To the right, there is a sidebar titled "More Notable Alumni" listing several schools and their counts of notable alumni:

- University of Pennsylvania - The Wharton School: 62 notable alumni
- New York University - Leonard N. Stern School of Business: 51 notable alumni
- Northwestern University - Kellogg School of Management: 50 notable alumni
- Cornell University - Johnson Graduate School of Management: 24 notable alumni
- The University of Chicago Booth School of Business: 50 notable alumni
- Fordham Gabelli School of Business: 25 notable alumni



## ***Networking & Getting Meetings Using Companies You Have Worked At***

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*\*"Once you realize that everything around you was created by people that are no smarter than you, you'll never be the same"*

*-Steve Jobs*

*\* for the full speech, please see [https://youtu.be/UvEiSa6\\_EPA](https://youtu.be/UvEiSa6_EPA) .*



In this quick example, I'm visiting zip code 90210, which is, of course, Beverly Hills. Ya, ya, ya, fine, I watched the show when I was a kid. Then I'll enter in the company that I used to work for, which is Accenture....um...Accenture, sorry. Didn't mean that. Accenture is a great company.

As you can see, there's over 5,000 people in zip code 90210 that work or worked for Accenture.

The screenshot shows a LinkedIn search interface. The search bar at the top contains 'Search people...' and has a red box around it. Below the search bar, the text '5,153 results' is displayed in a red box. The search filters on the left are set to 'People' and have a red box around the 'Company' field, which is filled with 'Accenture'. The search results list four profiles:

- Stefan Prangenbergs** (2d) Project Manager at Slalom Consulting | MBA | Engineer  
Greater Los Angeles Area - Management Consulting  
• 69 shared connections • Similar
- Mark Suster** (influencer) 2+ Partner, Upfront Ventures  
Greater Los Angeles Area - Venture Capital & Private Equity  
• 16 shared connections • Similar • 103,610 followers
- Alex Micic** (1d) Vice President at MUFG Union Bank  
Greater Los Angeles Area - Financial Services  
• 21 shared connections • Similar • 3k+ 500+
- Adib Ternawly** (2d) Manager at Accenture  
Greater Los Angeles Area - Information Technology and Services  
• 2 shared connections • Similar
- Kendra Rusinek** (2d) Management Consultant at Accenture  
Greater Los Angeles Area - Management Consulting  
• 1 shared connection • Similar

Below the results, there is a filter button labeled 'Only show people in Greater San Diego Area?' with a 'Filter' button and a question mark icon. The entire screenshot is framed by a red border.



I would then mention in the inMail that I used to work at Accenture. Actually, this guy Mark would be a great guy to meet.

The screenshot shows a LinkedIn search results page with the following details:

- Search Bar:** Advanced, People
- Results Count:** 5,153 results
- Profile 1: Stefan Prangenberg**
  - Project Manager at Slalom Consulting | MBA | Engineer
  - Greater Los Angeles Area - Management Consulting
  - 169 shared connections • Similar
  - Post: Manager at Accenture
- Profile 2: Mark Suster**
  - Influencer
  - Barber, Investor, Venture Capitalist, Faculty
  - 18 shared connections • Similar • 103,610 followers
  - Posts by Mark Suster
    - How to Build a Startup & Understanding Venture Capital (July 12, 2016) • 9,698 Views
    - Changes in the Venture Capital Funding Environment (June 6, 2016) • 67,666 Views
- Profile 3: Alex Micic**
  - Vice President at MUFG Union Bank
  - Greater Los Angeles Area - Financial Services
  - 21 shared connections • Similar • 500+
  - Post: Consultant at Accenture
- Filter:** Only show people in Greater San Diego Area?
- Profile 4: Adib Ternawly**
  - Manager at Accenture
  - Greater Los Angeles Area - Information Technology and Services
  - 2 shared connections • Similar
  - Current: Delivery Lead at Accenture
- Profile 5: Kendra Rusinek**
  - Management Consultant at Accenture
  - Greater Los Angeles Area - Management Consulting
  - 1 shared connection • Similar
  - Current: Management Consultant at Accenture

Looks like we have 16 shared connections and he has over 100,000 followers, which means he has many connections from many people that choose to follow him instead of connecting with him, which is something you can set up in LinkedIn. I should probably meet with this guy.



## ***Networking & Getting Meetings Using Organizations You're a Member of***

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*"The more you dream, the farther you get."*  
*-Michael Phelps*



I do a lot of charity work, and I play in the odd charity golf tournaments every now and then....even though I barely break 90 when I play golf (on the front nine). So, when you golf, sometimes you accidentally meet with people that end up being great contacts, which happens often, and it's part of this whole accidental networking thing.

So, in terms of organizations on LinkedIn, let's do a search on a fraternity I was a member of when I was at university, which kind of helped me learn how to socialize or network better at a younger age. If I search for this fraternity called Phi Sigma Kappa, you can see that there are over a thousand results, but some of these results aren't right.

LinkedIn search results for "phi sigma kappa". The search bar shows "phi sigma kappa". Below the search bar, a message says "1,002 results for phi sigma kappa". The results list several profiles, each with a "Connect" button. On the left, there are filters for "Keywords" (with "phi sigma kappa" selected), "First Name", "Last Name", "Title", "Company", "School", "Location", "Country", and "Postal Code". A "Send InMail" button is also visible next to some profiles.



For example, somebody on the previous image at the top is listed as Phi Kappa Phi Honor Society, which is not Phi Sigma Kappa, and it probably means this person was an honor student, which I certainly wasn't, so here's what I do: I put Phi Sigma Kappa in quotes, and we see that there are 454 results.

The screenshot shows a LinkedIn search results page. At the top, the search bar contains the query "phi sigma kappa". Below the search bar, a red box highlights the text "454 results for 'phi sigma kappa'" in a blue header. The search interface includes a "Search" button, an "Advanced" link, and a "Business Services" link. On the left, there are filters for "All", "People", and "More...". A "Keywords" input field is also present, with "phi sigma kappa" typed into it and highlighted by a red box. The main content area displays a list of 10 search results, each with a profile picture, name, title, and a "Send InMail" or "Connect" button. The results include Kenneth Rogers, Michael Carey, Douglas Sheehan, Rohit Shamdasani, Bill Neugebauer, and Brian Devine.

Profile Picture	Name	Title	Action Buttons
	Kenneth Rogers	Director of Chapter Services at Phi Sigma Kappa Fraternity	Connect
	Michael Carey	Executive Vice President of Phi Sigma Kappa	Send InMail
	Douglas Sheehan	Phi Sigma Kappa Foundation	Send InMail
	Rohit Shamdasani	Phi Sigma Kappa President	Send InMail
	Bill Neugebauer	Grand Council Director at Phi Sigma Kappa Fraternity	Send InMail
	Brian Devine	Senior Active Advisor for Phi Sigma Kappa Fraternity, Sales Associate for Dillard's Inc.	Connect

So, if we added my last name to the search then of course my name comes up as well. Play around with this; look for people that are in organizations that you are or were a member of as this is another excuse to network and get in front of people.



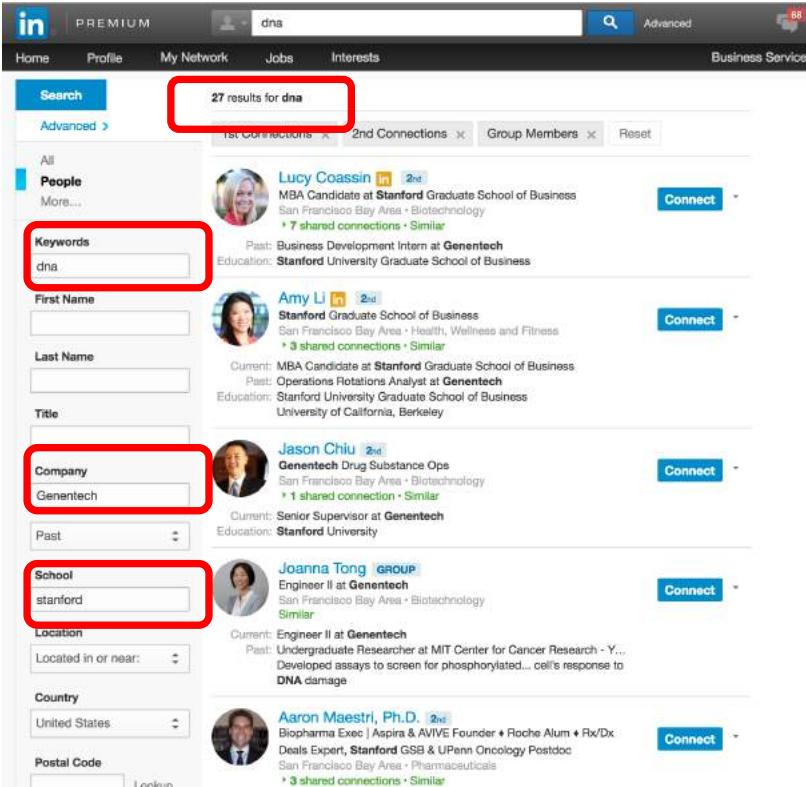
## ***Networking & Getting Meetings Through 2nd Degree Connections***

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*“If you don't ask, you don't get.”*

*- Stevie Wonder*

Let's say I have nothing in common with someone and I need to do a really really really customized and narrow search for a certain criteria. For example, in this example I need to find somebody that used to work at Genentech and I need this person to be a DNA expert. I also need this person, for whatever reason, to be a Stanford graduate. Here are the results:



The screenshot shows a LinkedIn search interface with the following details:

- Search Bar:** dna
- Results Count:** 27 results for dna
- Filters (highlighted with red boxes):**
  - Keywords:** dna
  - Company:** Genentech
  - School:** stanford
- Profile Examples:**
  - Lucy Coassin:** MBA Candidate at Stanford Graduate School of Business, San Francisco Bay Area - Biotechnology. Past: Business Development Intern at Genentech. Education: Stanford University Graduate School of Business.
  - Amy Li:** Stanford Graduate School of Business, San Francisco Bay Area - Health, Wellness and Fitness. Current: MBA Candidate at Stanford Graduate School of Business. Past: Operations Rotations Analyst at Genentech. Education: Stanford University Graduate School of Business.
  - Jason Chiu:** Genentech Drug Substance Ops, San Francisco Bay Area - Biotechnology. Current: Senior Supervisor at Genentech. Education: Stanford University.
  - Joanna Tong:** Engineer II at Genentech, San Francisco Bay Area - Biotechnology. Current: Engineer II at Genentech. Past: Undergraduate Researcher at MIT Center for Cancer Research - Y... Developed assays to screen for phosphorylated... cell's response to DNA damage.
  - Aaron Maestri, Ph.D.:** Biopharma Exec | Aspira & AVIVE Founder + Roche Alum + Rx/Dx Deals Expert, Stanford GSB & UPenn Oncology Postdoc, San Francisco Bay Area - Pharmaceuticals. Current: 3 shared connections • Similar

There are 27 people that fit this criteria. There's a problem; let's pretend I looked through all 27 profiles and I found nothing in common with any of these people. I didn't go to Stanford because



they rejected me. I never worked at Genentech, and I don't even know what DNA means! In this case, we find a contact of ours that we have in common with this person.

If you and I are connected on LinkedIn, we're first degree connections. If your cousin is connected to you and not me, then your cousin is a second degree connection of mine. So in this case I have to find somebody that's a secondary connection to help me get introduced to somebody I need to meet.

What can I do? Well I can select any of the four people that you see here that are connected to people I know. We can see that Lucy at the top has seven contacts in common with me, so let's click on the green “**7 shared connections**” to see who the seven shared connections are.

The screenshot shows a LinkedIn search results page for the keyword "DNA". The search bar at the top contains "DNA" and displays "27 results for dna". Below the search bar, there are several filter options: "Advanced", "1st Connections", "2nd Connections", "Group Members", and "Reset". The main results list includes:

- Lucy Coassin**: MBA Candidate at Stanford Graduate School of Business. Shared connections: 7. **Connect** button.
- Amy Li**: Stanford Graduate School of Business. Shared connections: 3. **Connect** button.
- Jason Chiu**: Genentech Drug Substance Ops. Shared connections: 1. **Connect** button.
- Joanna Tong**: Engineer II at Genentech. Shared connections: Similar. **Connect** button.
- Aaron Meestri, Ph.D.**: Biopharma Exec | Aspira & ALIVE Founder • Roche Alum • Rx/Dx Deals Expert. Shared Connections: 3. **Connect** button.

On the left side of the search interface, there are filters for "People", "Keywords" (set to "DNA"), "First Name", "Last Name", "Title", "Company" (set to "Genentech"), and "School" (set to "stanford"). There are also dropdowns for "Location", "Country" (set to "United States"), and "Postal Code".



Brian is one of the seven contacts of mine who knows Lucy. His face is familiar, but where and when did I meet him?

Screenshot of LinkedIn search results for "Connections of Lucy Coassini". The search filters are set to "People" and "1st Connections". The results list several individuals:

- Adam Compain** (1st) Founder & CEO of ClearMetal  
San Francisco Bay Area - Logistics and Supply Chain  
\* 18 shared connections • Similar • 4k 500+
- Musheer Alambath** (1st) Global Finance Executive | Board Member | Stanford GSB Sloan Fellow  
San Francisco Bay Area - Financial Services  
\* 25 shared connections • Similar
- Travis Hollingsworth** (1st) Stanford Graduate School of Business  
San Francisco Bay Area - Financial Services  
\* 25 shared connections • Similar • 4k 500+
- Juan Pablo Freijo** (1st) Co-Founder at Weruel, Inc.  
San Francisco Bay Area - Oil & Energy  
\* 26 shared connections • Similar
- Brian Phillips** (1st) F-15 Pilot | Sloan Fellow at Stanford Graduate School of Business  
San Francisco Bay Area - Venture Capital & Private Equity  
\* 29 shared connections • Similar • 4k 500+

The entry for Brian Phillips is highlighted with a red box.



Well let me click on his name to learn more....oh yeah, you can see here in the notes that I met Brian when I lectured in his class in December of 2015.

The screenshot shows a LinkedIn profile for Brian Phillips. At the top, there's a search bar and navigation links for Home, Profile, My Network, Jobs, Interests, Business Services, and Go to Lynda.com. The main profile area features a photo of Brian Phillips, a title (F-15 Pilot), and a summary: "Sloan Fellow at Stanford Graduate School of Business". Below this, it lists his current position at Stanford Graduate School of Business, previous roles in the Air National Guard and United States Air Force, and education from Stanford University Graduate School of Business. A red box highlights the "F-15 Pilot" title. A "Send a message" button and a "500+ connections" link are also visible. On the left, under "Relationship", there's a note from the user: "Met when I lectured at stanford business school." This note is also highlighted with a red box. To the right, there's a sidebar for "Picture Yourself at KinderCare" featuring a photo of Chris and a "Follow Company" button.

If you come across as unique, impressive and interesting when you conduct meetings (after bonding with them and helping them), then you will go far. Wow look at this guy..he mentioned right up there on the top that he was an F-15 pilot, which is impressive, unique and interesting.

After you connect with someone on LinkedIn (per the image above), please write down a note stating when and how you met this person.



I remember meeting him and now I can reach out to him and ask, “can you introduce me to Lucy?” I'd probably send Brian a message like the one below. This doesn't have to be an inMail, because we're already connected. I don't have to pay for it. I don't have to use one of my 15 inMails, so I can say something like this.

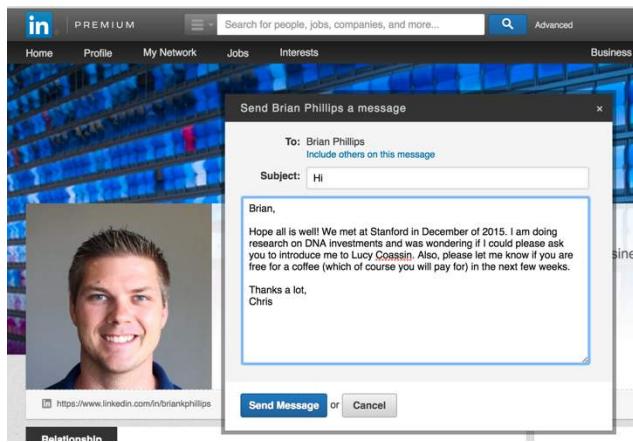
“Brian,

Hope all is well, we met at Stanford in December of 2015. I'm doing research on DNA investments and was wondering if you could please, connect me to Lucy? Also, please let me know if you have time for coffee in the next few weeks.

Thanks,

Chris”

There we go. We killed two birds with one stone by networking in that message!





***The Mother of All Networking Strategies to  
Use is the Combo-Networking Approach***

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*“Opportunity does not knock, it presents itself  
when you beat down the door.”*

*-Kyle Chandler*



The C.N.A. is the Combo Networking Approach and it rocks! Your chances of getting meetings goes up a lot if you list two or more things you have in common with someone when you do an advanced search.

For example, let's assume I need to get access to somebody that works at Amazon in the Kindle department because I love the Kindle, and I want to work at Amazon on the Kindle product.

I conducted an advanced search. I search for "Amazon" and "Kindle." As you can see... wow there are 9,337 results!!!!

The screenshot shows the LinkedIn Advanced Search interface. The search query is "kindle" and "Amazon". The results count is 9,337. The search filters include "Keywords" set to "kindle" and "Company" set to "Amazon". The results list includes profiles for Fiona Peterelli, Shalini Jain Kasliwal, Katherine Delise, Sheela Ursal, and Daniel Bay, all associated with Amazon and Kindle roles.

LinkedIn Advanced Search Results for "kindle" and "Amazon":

- Fiona Peterelli: Content Acquisition, Kindle Education at Amazon.com
- Shalini Jain Kasliwal: Head of Talent Management at Metromile
- Katherine Delise: Recruiting Manager, Kindle at Amazon
- Sheela Ursal: Director Global Digital Payments & Product Management | FinTech
- Daniel Bay: Director of Customer Experience at Amazon

Now, I know the top two people here as they are actually first

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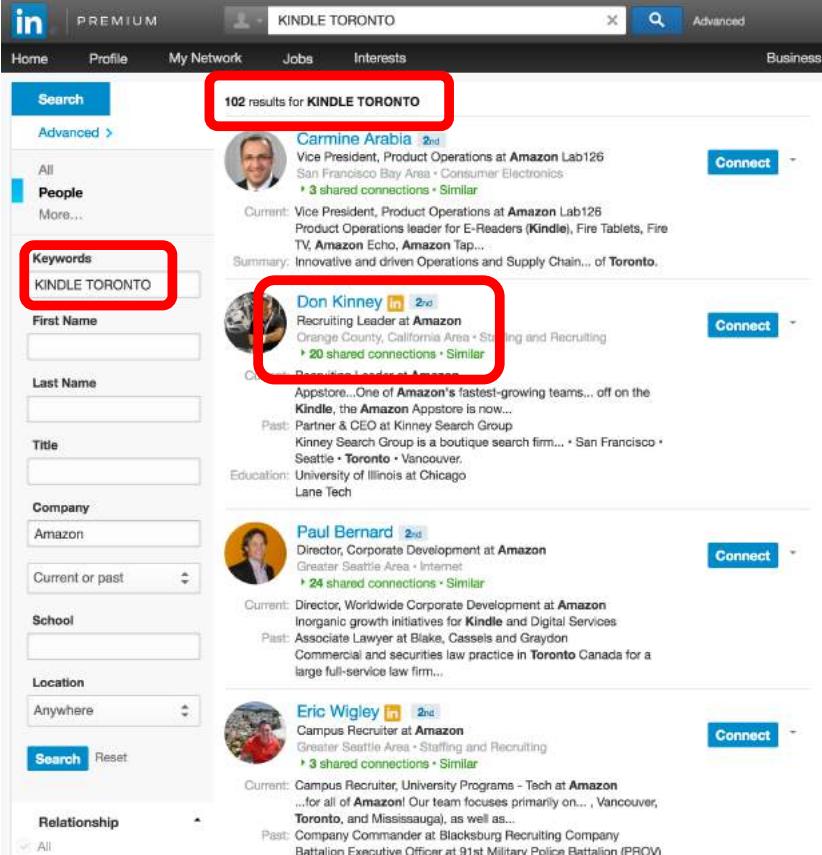
degree connections of mine. In fact, Fiona works at Amazon and She reached out to me, and we have spoken a couple of times. She's cool. We actually talked about Canada at first before we talked about business. That's the thing we had in common.

Let's pretend I actually don't know anybody there or I don't have any first degree connections that work on the Kindle or at Amazon. So now I must enter in something I have in common with people there. Let me start with my hometown, Mississauga. Ah-hah! There's only one result, though. This guy works in recruiting at Amazon...and it says Kindle!

The screenshot shows a LinkedIn search interface. The search bar at the top contains the query 'kindle mississauga'. Below the search bar, there are several filter options: 'Advanced >', 'All', 'People', 'More...', 'Keywords' (which has 'kindle mississauga' typed into it and is highlighted with a red box), 'First Name', 'Last Name', 'Title', 'Company' (set to 'Amazon'), and 'Current'. To the right of these filters, the search results are displayed. A single result is shown: 'Eric Wigley' with a blue 'Follow' button. Below Eric's name, it says 'Campus Recruiter at Amazon'. A red box highlights this text. Further down, it lists 'Greater Seattle Area - Starting and Recruiting', '3 shared connections • Similar', 'Current: Campus Recruiter, University Programs - Tech at Amazon', 'Past: Company Commander at Blacksburg Recruiting Company', 'Battalion Executive Officer at 91st Military Police Battalion (PROV)', and 'Company Commander at 511th Military Police Company'. To the right of the result, there is a 'Connect' button with a blue arrow. At the bottom of the search results, there are two ads: one for 'Are you a CIO?' and another for 'Fountainhead Law Group'.

I'll click beside the blue connect button on that down arrow to send him an inMail. **Big Score!** Pretend I reach out to him. And for whatever reason, he doesn't respond.

Let's try another angle. The place I'm from is right beside Toronto. Mississauga is basically almost part of Toronto. So let's type in Toronto. It's a bigger city. We will probably get more results. Wow; there are over 100 people with Toronto on their profile that work at Amazon and are affiliated with the keyword Kindle.



The screenshot shows a LinkedIn search results page for the query "KINDLE TORONTO". The search bar at the top has "KINDLE TORONTO" typed into it. To the left, there is a search form with fields for "Keywords" (containing "KINDLE TORONTO"), "First Name", "Last Name", "Title", "Company" (set to "Amazon"), "Current or past", "School", and "Location" (set to "Anywhere"). Below the search form are buttons for "Search" and "Reset". On the right, the search results are displayed in a list. A red box highlights the search bar and the "Keywords" field. Another red box highlights the search results count "102 results for KINDLE TORONTO". The first result is for Carmine Arabia, Vice President of Product Operations at Amazon Lab126. The second result is for Don Kinney, Recruiting Leader at Amazon. The third result is for Paul Bernard, Director of Corporate Development at Amazon. The fourth result is for Eric Wigley, Campus Recruiter at Amazon.

**102 results for KINDLE TORONTO**

**Carmine Arabia** 2nd  
Vice President, Product Operations at Amazon Lab126  
San Francisco Bay Area • Consumer Electronics  
3 shared connections • Similar

**Don Kinney** 2nd  
Recruiting Leader at Amazon  
Orange County, California Area • Staffing and Recruiting  
20 shared connections • Similar

**Paul Bernard** 2nd  
Director, Corporate Development at Amazon  
Greater Seattle Area • Internet  
24 shared connections • Similar

**Eric Wigley** 2nd  
Campus Recruiter at Amazon  
Greater Seattle Area • Staffing and Recruiting  
3 shared connections • Similar

The second guy, Don, looks promising as he is a recruiting director. Also we have 20 contacts in common. Big score! I can easily reach out to him. He knows that Mississauga, of course is basically part



of Toronto or beside Toronto...so he's definitely going to respond to me. Almost 100% chance...because of the 20 people we have in common as well. You get the idea. Just keep drilling down until you have more than one thing in common. Try to find multiple things in common if you can.



***Networking Exercise #1: Contacting 1 Person  
for a Meeting***

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*“It’s not whether you get knocked down, it’s  
whether you get up.”*

*-Vince Lombardi*



In this very simple exercise, please do an advanced search in LinkedIn and send somebody an inMail that has at least one thing in common with you...maybe they work in an industry or at a company that you might want to work at.

As we discussed earlier, you need to have a Premium LinkedIn subscriber account set up to send a lot of these inMails. Again, the first month is free but I think you should subscribe to this for life. It'll really help you a lot. You know how to set these meetings up:

In the subject line only type the word “*Hi*”

In the message you basically type one thing you have in common, use please and thank you and keep it short like this:

*John,*

*Hope all is well. I also went to Saint Mary's High School. I will be visiting Toledo next month. Please let me know if you have time for a coffee.*

*Thanks a lot,*

*Mark*

**Please put a reminder in your calendar that repeats every week and never ends to remind you to send one inMail per week.**



## **SECTION 3: MAINTAINING NETWORKING BY STAYING IN TOUCH**

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*"Your time is limited, so don't waste it living  
someone else's life."*

*-Steve Jobs*



## Finding Reasons to Stay in Touch

Your first meeting went well. Now how do you follow up? Remember, we always think about what can we give when we network; give and you shall receive is a brilliant strategy that has worked for thousands of years.

Think about what you spoke about when you met before. Alternatively read what you wrote down in the notes field in LinkedIn, similar to what I did with Brian, the F-15 pilot from Stanford.

The screenshot shows a LinkedIn profile for Brian Phillips. At the top, there's a header with 'PREMIUM' status, a search bar, and various navigation links like Home, Profile, My Network, Jobs, and Interests. Below the header is a large profile picture of Brian Phillips, a smiling man with short brown hair. To his right, his name 'Brian Phillips' is displayed, followed by his title 'F-15 Pilot | Sloan Fellow at Stanford Graduate School of Business'. A red box highlights this title. Below the title, it says 'Stanford, California - Venture Capital & Private Equity'. Further down, it lists his current position at 'Stanford Graduate School of Business', previous roles in the Air National Guard and United States Air Force, and education at 'Stanford University Graduate School of Business'. There's a 'Send a message' button and a '500+' connections indicator. On the left, under 'Relationship', there's a 'Note' section with a note from the user about meeting at Stanford Business School, which is also highlighted with a red box. To the right, there's a sidebar for 'Chris' with a photo, a 'Follow Company' button, and a 'New Business Development Manager' role. The URL 'https://www.linkedin.com/in/brisnighphillips' is visible at the bottom of the main profile area.

Maybe you read a cool article on a topic that you talked about in your first meeting. Send that person, over LinkedIn, a copy of the



article. Why over LinkedIn? Because more LinkedIn messages get read. Unlike emails where most of them don't even get opened.

As always, please keep messages short as *less is always more*. **Pretend that each word you write, in every message for the rest of your life, costs you a hundred bucks.** An example of what to write could be this:

The screenshot shows a LinkedIn message window. The recipient's profile is for David Taufoou, Director at The LEMO Foundation. The message content is as follows:

To: David Taufoou  
Include others on this message

Subject: Hi

David,

Great meeting with you earlier this year.  
Here is an interesting article that was just published in the New York Times on how internet charities can help at risk youth from considering a life of crime: [www.SampleArticle.com](http://www.SampleArticle.com).

Also, please let me know if you have time for a coffee in the next few weeks a office.

Thanks!  
Chris

At the bottom of the message window are two buttons: "Send Message" and "Cancel".

On the right side of the LinkedIn interface, there are several sidebar sections:

- Picture Yourself at SJSU**: A thumbnail of a man with the name "Chris" next to it. Below it is a link to "Leadership Annual Giving Officer" and "View Now".
- People Also Viewed**: A list of profiles:
  - Ali Tyson-Taufoou**: Co-Founder & Director of Finance & Marketing at The LEMO Foundation
  - Lilika Teu**: Founder at IKACE
  - Allison Magner**: Co-Founder & Chief Operating Officer, LEMO Foundation
  - Mele Moinoi**: Student at the University of Portland
  - Taulagi Pakola**: evlpuisDesserts
  - Patrick Enright**: Board Member at Orus Therapeutics
  - Chris Haroun**: Founder & CEO at Union Education



Here's another example.

The screenshot shows a LinkedIn message window. At the top, there is a profile picture of a man and the text "Tariq van der Loo, CFA". Below this, it says "Senior Associate at Saudi Aramco" and "Saudi Arabia | Venture Capital & Private Equity". To the right, it shows "1st", "500+ connections", and "Contact Info". The message body starts with "To: Tariq van der Loo, CFA" and "Include others on this message". The subject is "Hi". The message text reads:  
Tariq,  
Hope all is well bud. I am going to be in Dubai next month. Please let me know if you have time to meet if you happen to be in the UAE next month.  
Thanks,  
Chris

At the bottom of the message window are two buttons: "Send Message" and "Cancel". To the right of the message window, it says "1 month ago".

As always, it's about personal networking. So no need to say why you want to meet. It's like sending a message to a buddy, or saying, "Hey buddy, do you want to grab lunch next week?" You don't have to say, "...so we can discuss this and this." Just chill out and say, "let's just meet next week...or... let's grab lunch".



## ***How Often Should You Meet?***

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*“A year from now you may  
wish you had started today.”*

*-Karen Lamb*



If it's a great contact that you've met with many, many times, then there's no urgency to meet with them all the time. However, if it's a brand new contact, I would reach out to them no sooner than six months after your first meeting.

Then wait to see if they reach out to you for the next meeting. If they don't, wait another six months, see if you can grab a third meeting with them. Hopefully they'll set up the next one. You need to add value to them in order for them to ask you for the next meeting.

I usually pay for the coffee or lunch if I set up the meeting. That's usually the protocol to use. Whoever sets up the meeting pays. Of course when the bill arrives, even if they set it up, the right protocol is to offer to pay. However, you should always pay if they are a real paying customer of yours.

If they're really, really cheap, then when the bill arrives, you gotta say this "oh look at me, I have alligator/or t-rex hands! I can't find my wallet!" Just kidding (sort of). If you have added value to them, then they should offer to pay.



## ***Why Would They Accept a 2nd Meeting with You?***

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*"When you cease to dream you cease to live. "*

*- Malcolm Forbes*



There are so many ways to help people in business that costs you literally \$0. How? Always think about what would help them before each meeting. Most people in business are motivated by 3 things:

1. They want to increase revenue (their own too).
2. They want to decrease expenses.
3. They want to get promoted.

If you offer one item each time you meet with them that addresses one or more of the aforementioned 3 items, then they will start asking you for meetings (and of course they will help you BIG TIME in your career as well).

How can we help them increase revenue? This is a bold solution: set up informational meetings between you and a potential customer of the person you will be having a 2<sup>nd</sup> meeting with. Then when you have your 2<sup>nd</sup> meeting, mention who this customer is and offer to introduce them. I have done this many times and it will help your career take off! Nobody does this.

Please see the following videos for examples of what to give a person when meeting or interviewing with any of the following executives (you can download the files for this exercise if you want from here:

<http://harouneducationventures.com/networking-book>:

If you are interviewing for a **sales** position (or if it's an informational meeting with someone in **sales**), make or bring this:  
<https://youtu.be/9GFEoRm07jc> .



If you are interviewing for a **management** position (or if it's an informational meeting with someone in **management**), make or bring this: <https://youtu.be/hzZ22HcmGio> .

If you are interviewing for an **investment** position (or if it's an informational meeting with someone that works in **investments**), make or bring this: <https://youtu.be/jUDzGhS61zM> .

If you are interviewing for an **operations** position (or if it's an informational meeting with someone that works in **operations**), make or bring this: [https://youtu.be/4f\\_jCpquMG4](https://youtu.be/4f_jCpquMG4) .

If you are interviewing for an **assistant** position, make or bring this: <https://youtu.be/XXaIBVZ9btM> .

If you are meeting a **human resources** contact make or bring this: <https://youtu.be/jVdLPUjS8FU> .

**Side Note on my HUGE interview failure:** Make sure to wear what they wear at their company when you meet with them! How can you find out what the dress code is? Look at what the interviewer is wearing in their LinkedIn profile picture or look at what people are wearing in the pictures shown (if available) on their website! Here is a self deprecating story of why I got rejected from Microsoft in an interview years ago: [https://youtu.be/\\_8m\\_2LbYYNU](https://youtu.be/_8m_2LbYYNU) .....life is to short not to laugh at ourselves!



## ***Watch for New Job Announcements***

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*"If something is important enough, even if the odds are against you, you should still do it."*

*-Elon Musk*

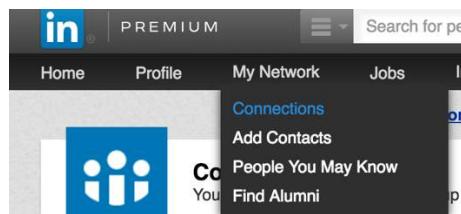


In your calendar please put in a reminder so that you're reminded every six months to casually look at all of your LinkedIn contacts. Look to see who has a new job.

You don't need to congratulate them, unless it's someone you've met a bunch of times or a close friend. It is always good to know where your contacts now work, in case one day you need to get access to the company they work for.

For example, if you see that a friend of yours or contact of yours now works in the steel business, and you know the head of material purchasing at Caterpillar or Komatsu, you could make an introduction which could help out both parties. Remember you're always thinking about giving (we are long term greedy when we network).

The way you can see who has a new job is (per the image below) go to My Network and then Connections. Quickly look over where your contacts work.





## **SECTION 4: NETWORKING TO HELP YOU CHANGE OR START A NEW CAREER**

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*"Failure is another steppingstone to greatness."*

*-Oprah Winfrey*



## ***Find and Take Advice from People that Have Changed Careers***

As obvious as this sounds, if you want to change careers, I strongly recommend only seeking advice from people that have changed careers instead of asking for advice from anyone that has never changed careers. I've changed careers a number of times. At first it seemed impossible to do because I wasn't qualified on paper or I was a bit older.

Please know that you can change careers, but you can only change careers if you network like crazy. Don't just send in your resume if you don't have the qualifications. You've got to network a lot. You've got to meet with a ton of people. Why? Because on paper you don't look like a good fit or you might not, so what can you do?

You can find people on LinkedIn that changed careers and look at their profiles to see how they did it. Did they go back to school first? Let's say you want to switch careers from consulting to investment banking. Then go to LinkedIn.com and do an advanced search for people that have worked at specific consulting firms and in specific investment banks.

Let's look at how many people worked at consulting firm McKinsey and investment bank Goldman Sachs. There are a lot. There's 1,300 people that worked at both firms per the following image:

The screenshot shows a LinkedIn search interface. At the top left is a 'Search' bar and an 'Advanced' link. To its right, a red box highlights the '1,300 results' count. Below this, there are several search filters: 'All', 'People' (which is selected and highlighted with a blue box), 'More...', 'Keywords', 'First Name', 'Last Name', 'Title', and 'Company'. The 'Company' field is also highlighted with a red box and contains the text 'MCKINSEY GOLDMAN'. A dropdown menu next to it shows 'Current or past'. To the right of these filters is a blue funnel icon and the text 'Only show people in United Kingdom?'. Further right are a 'Filter' button and a help icon. The main content area displays three search results, each with a profile picture, name, LinkedIn ID, location, job title, and a brief description. Each result has a 'Message' or 'Connect' button to its right.

Sarah Friar 1d  
CFO and Operations Lead at Square  
San Francisco Bay Area • Information Technology and Services  
• 189 shared connections • Similar • 500+  
Past: Managing Director - Business Unit Leader for Technology at Goldman...  
Past: Business Analyst at McKinsey & Company

Saša Zorović 1d  
VP Finance, Operations, and Strategic Planning, IoT, at PTC  
Greater Boston Area • Computer Software  
• 94 shared connections • Similar • 4k 500+  
Past: Equities Analyst, Vice President at Goldman Sachs & Co.  
Past: Consultant at McKinsey & Co.

Basil Horangic 2d  
Stealth  
San Francisco Bay Area • Venture Capital & Private Equity  
• 62 shared connections • Similar  
Current: General Partner at North Bridge Venture Partners  
...Partner. He spent his early career at Goldman, McKinsey, and Oak. Basil focuses on the infrastructure...

Since you want to switch firms and you want to switch from consulting to working at Goldman, for example, then just search through all of these results and find someone that has something in common with you (please know that these people want to help you as they were you years ago)! For example, are they from your home town or home country, or did they go to your school, or are they in the same organization as you? Then, just create and inMail and ask them for coffee like we've covered earlier.

**If you don't ask, you'll never get.** If you don't ask for a raise, a promotion, a date or most things in life you will never get! Keep searching to see if these people have anything in common with you. Again, please remember that you've got to be a LinkedIn subscriber to send inMails, which we discussed earlier. The first month, again, is free, but it's a great investment, I promise!



Let's drill down further...say I'm from Toronto. I can add this to the search criteria. I've got 10 people here that I can reach out to:

Screenshot of LinkedIn search results for "toronto". The search bar shows "10 results for toronto". The "People" filter is selected. The "Keywords" field contains "toronto". The "Company" field contains "MCKINSEY GOLDMAN".

**Michael Ruderman** 2<sup>nd</sup>  
Director of Marketing at Personal Capital  
San Francisco Bay Area • Financial Services  
• 6 shared connections • Similar

Past: Business Analyst at McKinsey & Company  
Advised executives at leading corporations and non-profits in New York, Mexico City, Toronto...  
Past: Summer Financial Analyst at Goldman Sachs

**John Kelleher** 2<sup>nd</sup>  
Partner & In-House Executive at McKinsey & Company  
Toronto, Canada Area • Financial Services  
• 10 shared connections • Similar

Current: Partner at McKinsey & Company  
Past: Principal at Reichmann-Lauer Capital Partners  
John was part of a team of five partners that launched Reichmann-Lauer Capital Partners- a Toronto...

**David K. MacGillis** GROUP  
Owner at MacGillis Associates  
Baltimore, Maryland Area • Management Consulting  
• 2 shared connections • Similar

Past: Client Executive at Teknekron Financial Systems  
Working out of NYC and Toronto for this Berkeley, CA startup, managed product/market strategy...  
Past: Research Consultant at McKinsey & Company

**Kevin Wong** GROUP  
Princeton | The Global Priorities Project  
Oxford, United Kingdom • Philanthropy  
• 2 shared connections • Similar

Past: Summer Analyst at Goldman Sachs  
Past: Research Analyst (Social@McKinsey) at McKinsey & Company



## ***Understand Why You Want to Change Careers Before Making It Happen***

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*"You must expect great things of yourself  
before you can do them."*

*-Michael Jordan*



Please understand why you want to change careers before making it happen or you won't be happy (enough). Years ago, when I was an undergraduate at university, I wanted to be an investment banker, and so did all of my buddies. And then, the 'luckiest' ones that got the investment banking jobs were so miserable!

Today most of the undergraduate business schools students that I teach all want to be investment bankers as well (plus ca change, c'est la meme chose! <https://youtu.be/i9dHL7GA1nk?t=62> ...sorry as a Canadian, there has to be at least one reference to ).

This generation is just like mine was. I feel like an old man saying that, but it's true. I ask my in class business students why they want to be an investment banker? I never get a clear answer! Just like I couldn't give a clear answer at their age. Sometimes people say it's all about the money, or the excitement of working on an IPO, but the reality can be different, including doing all-nighters photocopying, doing all-nighters doing PowerPoint and making sure that face time (<https://www.youtube.com/watch?v=RcsRKAJPNDM>) is high up on your priority list.

Not all investment banking jobs are miserable like this, but many of them can be. I'm not just trying to pick on investment banking, but I want to use it as an example. Starting a career in investment banking can be a good thing because it makes you more marketable than if you started a career at a hedge fund, for example. But I want you to make sure that you always know **why** you want to work in a certain line of work

I want you to please network as much as you can and do informational meetings before changing careers (so you



understand why you want to change careers)! When doing informational meetings with people that have the type of job you want, listen closely to what they describe they do. It must sound fun and interesting to you and it can't feel like a job! I admit, I was insecure when I went to Wall Street years ago. It was all about the brand for me that I worked for. Pathetic really – it should be about doing what makes you happy and doing what you love!

When you do these informational meetings, ask yourself if you see yourself doing this job and loving it? Would you see it as a job, or a passion? Also, do people that start in this career track usually go on to be successful professionally or happy professionally (more importantly)? The way you can tell about what they do professionally afterwards is obviously on LinkedIn. You can find out what people did in this profession after they left investment banking, for example. Are they marketable or not?

I wanted to be a lawyer so badly at one point in my life, when I was an undergrad. I don't know why I wanted to be a lawyer (maybe it was because of the [movie](#) A Few Good Men). I wish I'd thought about it at the time, why, why, why? If you can answer why, and if the answer to why doesn't include "because I'm passionate about it and it's fun and I enjoy it and it's not work." Then, fuck it as life is too short.

Why do people become lawyers anyway....I mean what a miserable existence. Maybe it is because most parents want you to be a doctor or a lawyer? **The worst thing you can do is to live someone else's life instead of your own.** To be fair, being a doctor is a noble profession.



Thank goodness I actually did a lot of due diligence on what being a lawyer means (no wonder so many politicians have this toxic degree). I met with a bunch of lawyers to see if this would be the right career for me. Some of them seemed cool, and some of them didn't seem as excited about their profession as I thought. I then started visiting law schools. I would walk in, and I would see students reading these massive books that were so boring!

I'd watch them debate in class... who's right and who's wrong when they're in a *real* trial. Does that mean you're lying half the time? Is this a fun job? No! That being said, there are great civil rights lawyers and those are the heroes that don't do it for the money! I'd love to do that sort of thing, but to make a long story short, I want you to network and meet with a lot of people and figure out if a particular job is right for you or not. It's has to be something that you are incredibly passionate about.

My grades were so bad when I was a kid. Some teachers thought I had a learning disability, and they wanted to fail me in the sixth grade and then again in the eighth grade. Then something amazing happened to me! In the 1980s my Dad bought a Macintosh, and it was so revolutionary and it changed my life (<https://www.youtube.com/watch?v=VtvjbmoDx-I>)!

I loved my Mac. I loved programming. Technology is such a cool industry because there's more passionate people working in tech than in any other sector! It's not a job for them, it's just fun! Nerds = people that are happy and enjoy their jobs! And this is why the tech sector continues to disrupt industries like Uber with taxis, Airbnb with hotels, etc.



The bottom line here is to please find out what your passion is before switching careers by networking like crazy. Meet people in different industries and do many informationals with them. We always focus on **how** do I get into investment banking, **how** do I get into consulting, **how** do I do this, **how** do I do that, not why. Why do you want to do it? That's key.

The last thing I'll say, is if you ask yourself why you want to change careers from your current career to career X, and your answer doesn't start with this "I want to change careers because I'm very passionate about career X." If that's not your answer, then it's not the right career change for you.

Please focus on the why before the how.



## ***The Hybrid Career Change Approach***

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*“It is never too late to be what  
you might have been.”*

*-George Eliot*



Let's talk about something that I call the hybrid career change approach. Changing careers is hard, but an easier and more strategic way to do it is to find a hybrid approach. For example, if you work at a hedge fund, and you hate it, and you want to work in a venture capital firm but they won't hire you because you don't have any venture capital experience, then see if you can find a company that does both hedge fund and venture capital investing. Next, see if you can get a job at that hybrid firm.

Hedge funds invest in public companies that are listed on the stock market. Venture capital firms invest in private companies that are not listed on the stock market yet. So if you transition from a job at a hedge fund to a job at a company that does both hedge fund and private venture capital investments, then you have a better chance of eventually working in the venture capital industry at that hybrid firm.

We discussed how a very important networking principle is to help others. So when you transition to the hybrid hedge fund / venture capital firm (for example), network with obviously the venture capital folks when you're there (help them do their job better). Add so much value that one day, they will ask if you would like to change roles from the hedge fund side of that company to the venture capital side of that company. I gave this example because that's exactly what I did. This strategy is generic enough to apply to other industries as well.



## ***Networking to Get a Different Role in the Same Firm***

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*“The mind is everything.  
What you think you become.”*

*-Buddha*



Let's say you work at a marketing firm, but you're more passionate about sales at the same firm. Well, obviously network with the sales folks at that firm. As you know, salespeople have quotas, so let's think about it from their perspective.

If you can use your networking skills to find customers for salespeople in your firm, then eventually, making the transition from marketing to sales is doable. Why? Because you already proved that you can already do the sales role. Please watch this video for more details and an example of a template to use (which we also covered earlier in the book):

<https://youtu.be/9GFEoRm07jc>

While you work in the marketing department, for example, identify and meet people that could be potential customers or great sales leads, and then introduce them to the salespeople at your firm! Nobody does that. Do you see what you just did there? You proved you can do the job already, before you got it and you added value because you gave as you put yourself in their shoes! Always think "what do they want?"

The same concepts are applicable, of course, to interviews or informational meetings that you are conducting with other companies that you might want to work for in a different role. In the aforementioned sales meeting, you gave them sales leads....you did something nobody else would do.

You networked so you can network to get a job. You network with other people before your interview. That's what I mean when I quote Sun Tzu and The Art of War, as "every battle is won before its has been fought." If you do that, it is like you're playing chess



and you're thinking three or four moves ahead of everybody else (also called game theory on game theory) .



## ***Consider an Internship (Even an Unpaid One)***

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*“Someday is not a day of the week.”*

*-Denise Brennan-Nelson*



The beauty of doing an internship is that you can experiment and decide if this industry is what you're most passionate about. Unfortunately the people that get the summer internships are often the ones with parents that have connections, I was the guy that had to cut grass during the summer and apply to every firm I could but never got a job or maybe I sucked at interviewing (<https://youtu.be/J34-t-QJ7cE?t=8>)!

Use the methodologies we've discussed so far in this book to network and set up informational meetings and please do lots of them with alumni from your school or people from your home town etc. During the first half of the meetings use the usual meet and greet bonding before business strategy. Then you ask them if they're accepting interns at their company. If they say no, then say I'll do it for free which is what many of my in class students do on weekends or during the evenings.

A website you can consider using to check out internships is called <http://looksharp.com/>. It's a bit like LinkedIn, but for interns. And it's free to use, as well, for those looking for internships.



***Networking Exercise #2: Setting Up an  
Informational Meeting***

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*“The journey of a thousand miles  
begins with one step.”*

*-Lao Tzu*



Please don't read the rest of this book until you complete this simple exercise. Thanks : )

In this exercise, please think about the career that you're considering switching to. This could be your first job, or a new career for you. Think about the industry you think you might enjoy working in, and I just want you to set up one informational interview at another company or another industry that you think you might want to work at (or if you love your job, set up an informational with a potential new customer).

Please make sure that after the meeting you think about **why** you want to work in this industry. Ask yourself this question at the end of that meeting:

*I want to work in this industry because \_\_\_\_\_.*

If the answer isn't, "*I want to work in this industry because I'm passionate about it*", then it's not the right career change for you. The wrong answer is "*I want to make a lot of money*". It's has to be something deeper...deeper within you...something that you love and that doesn't seem like a job...something that will make you happier. I want you to be long-term greedy, and not very short term focused. **Think more with your heart and less with your head.**



***Networking Exercise #3 Find a Mentor in  
Another Department***

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*“To avoid criticism, do nothing,  
say nothing, be nothing.”*

*-Elbert Hubbard*



If you work at a company, please complete this exercise. If you don't, you can skip it.

If you receive another job offer from another firm, don't take it until you see if the firm you're working at now counters the offer by letting you transfer to another department; use this as leverage.

If you don't have this other job offer in hand as leverage, then the only way you can ever transfer to another department is if you have someone senior in another department fight for you, which is how I've done it in the past. I started out working at Accenture after I graduated from McGill University in Montreal. I was miserable, because all my buddies were in Toronto and I worked at Accenture in Ottawa; I wanted to be in Toronto so I could party with them on Friday and Saturday nights. And that's exactly what I did by networking aggressively.

I found somebody that helped me out tremendously, and he was actually my first mentor. Murray Kronick is his name... great guy, and he was a senior dude at Accenture in another department. Without him I never would've made that transition. So let's be preemptive here and strategic by networking within your company right now. By meeting with people in other departments and having them mentor you, then they have the power to help you transition to other roles or other office locations etc.

What if you don't know people in other departments at your company? The easiest way to do network and meet them is to look on LinkedIn for people in your company in other departments that you want to work for one day. See if they have anything in common with you. Then similar to what we've already covered, send them a LinkedIn message, or email them on your internal email system and



set up a coffee meeting. It's a good idea as well to do this with multiple people in multiple departments in case your department ever gets restructured; you need to be preemptive and think longer term about survival if you work in a large company as they tend to overhire and then over fire as well.

This goal is to simply set up a meeting with someone in a different department at your firm and then simply ask them in person to mentor you. They're going to say yes because it's an incredible compliment.

Please send an inMail or an email on your company's email system and set up an informational meeting before moving on the the next chapter. The more people they mentor, the more of a chance they have of getting promoted : )

**Networking of course is an internal career best-practice as well and not just an external one.**



## **SECTION 5: NETWORKING WITH YOUR HEART So YOU CAN "ACCIDENTALLY" RECEIVE 10 TIMES MORE THAN WHAT YOU GIVE**

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*"If you don't like how things are, change it!  
You're not a tree." :)  
-Jim Rohn*



## ***Random Acts of Networking Kindness (This is Why Those People Are So Successful!)***

You know that feeling you get when you do a random act of kindness to help somebody? I personally don't feel that each day is a success for me unless I've helped somebody without asking for anything in return. It's just who I am. I found that most of my (limited) successes in life often came from helping other people through mentoring. I never wanted to receive anything in return from them. It just kind of happened; call it karma or call it what you will.

The best networking return on investment you can earn in the long run is through helping others because you genuinely want to help them, not because you want something in return. That's a big networking secret!

Recently, I thought about all of my career changes and accidental successes in life, and I've had many failures to... but the successes can almost all be traced to helping others. In fact, a lot of my jobs and career changes resulted because people helped me that I had helped years ago. One data point doesn't make a trend, but five or six does, and it happened to me five or six times.

The reason I started teaching at nights a few years ago here in San Francisco in business schools was because a student from San Francisco State University cold called me several times asking for help. I met with him and he had me speak on a panel in his class and I loved it!



It's never about money. For me teaching feels a bit like in venture capital when you sit on boards and you help CEOs of the companies you're on the boards of to become more successful. It feels even better when you help a student out.

You can have more influence and you can really help them to meet their goals or give them the confidence to know that they're making the right career choice/change. Help them network to get to where they want to be. It feels great!

As passionate as I am about the venture capital deals I do, I'm actually most passionate now about teaching and so I do venture capital during the day and teaching at night. I found my passion and my purpose, and of course it's not about money. I plan to teach more and do less venture capital in the future (or just edTech venture capital as education can fix all problems in the world).

I am humble to say that my online course called "An Entire MBA in 1 Course" is the most successful online business course at Udemy.com. However, it was never about the money as I taught this course for free to underprivileged students in East Palo Alto, where the high school graduation rate is only 40% through a charity I am on the board of called the <http://lemonfoundation.org/>. I taught this course to them on the weekends and I loved it because these kids don't really have any people paying attention to them, and they're just kind of in awe that somebody cares. They are poor smart and hungry; they are the American Dream and they inspire me!

It's kind of like give a person a fish and they'll eat for a day. Teach a person how to fish and they'll eat for a lifetime. I know it's a little



bit prophetic or whatever, but you're trying to empower the empowerers. The slogan of the LEMOfoundation.org is beautiful:

*“Don't expect to realize your dreams in life unless you help others accomplish theirs first.”*

I really believe that. It's incredibly prophetic of that charity to have that outlook. I love it. I didn't teach for any other reason other than I wanted to help (we're all in this together). I also love teaching at nights to my MBA students but never for the money. Then one day one of my students named Fulya Beker sent me a LinkedIn message asking if I had time to meet for a mentoring session. Of course I said yes. I said where do you want to meet? She told me to come by her office, and so I read the LinkedIn message and the office was at a place called Uh-dah-me. When we met, Fulya politely corrected me. She said no no Chris, it is pronounced You-da-me (<https://www.udemy.com/courses/>).

I didn't know much about this company Udemy, but I was happy to meet her, and the energy was incredible there! I mean you actually feel really old when you go there because people are young and vibrant and positive and it's amazing...truly amazing. It's a great company with a terrific “let's make the world a better place” culture.

While meeting with Fulya, she explained to me the business model and I thought, oh my goodness, you could reach out and network with the whole world from here and help everyone; teaching is now finally scalable! Imagine the good you can do with this platform; Udemy.com felt like Kahn Academy + YouTube + Google's can do “don't be evil” culture + Salesforce's pro bono beautiful outlook + the positive energy of Sir Richard Branson all in 1 place!



No other services profession is scalable like this. Being a doctor or a lawyer is not scalable like this. Teachers can reach the world now. You can help people in close to 200 countries. I've got students in over 170 countries, and a bunch of these countries I didn't even know existed (that's how ignorant I am).

I love teaching in class at nights, and I do it at several universities and never for the money. As much as I love doing venture capital during the day, my favorite time of the week is actually Monday and Friday afternoons when I teach at San Francisco State. I love these students. A bunch of them are poor, smart, and hungry, and there's no better combination on earth than that! It is a real pleasure teaching them.

I bring this up because I found my accidental passion by accepting meetings and mentoring/helping others. I would have achieved nothing in my life without the help of others that gave to me without ever asking for anything in return. So by helping other people, you end up stumbling upon what you love to do.

You get a lot more out of networking and in life by giving. Once you realize this, then you will find your accidental passion and purpose; give and you will receive 10x's more in return by accident by thinking with your heart; let your heart be your pilot! : )



## ***Networking is VERY Similar to Dating! What Can We Learn from This?***

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*“Accept the challenges so that you can  
feel the exhilaration of victory.”*

*-George S. Patton*



Let's talk about why networking is very similar to dating. What can we learn from this? Well, there's a concept that I created called the Networking Match Equation strategy or the N.M.E. strategy, sounds like "enemy!"

## N.M.E. Scale #'s



1 2 3 4 5 6 7 8 9 10

The **N.M.E.** strategy applies to networking and dating. You are your own worst enemy if you can't get the Networking Match Equation to balance. Let me explain what this means. Have you ever seen somebody that's a perfect woman (or man)?

Let's assume we are talking about an absolutely brilliant and gorgeous woman. On the **N.M.E.** scale she is a **10** out of **10**. She is dating a guy who's not that attractive. He doesn't have that much going for him and he seems like **1** out of **10**. When you see this couple you are thinking "how is this possible (and vice versa of course)?"

The Networking Match Equation is out of sync. She's a **10** and he's a **1**! What is going on? How is that possible? Why does this happen?



There's must be a bunch of qualities about him that add up to get him to a **10**.

Let's make a math equation out of this as he must somehow be a **10** in order to have the N.M.E. be in balance (**10** must = **10**). He's got to be outgoing, so he gets another N.M.E. point; he is now a **2**. He must be a risk taker as he was prepared to accept rejection by asking her for a date; he is now a **3**.

When I was younger and I would ask people out on dates, I would ask four or five times per week and I'd be shy and I'd stop asking as I was more insecure back then I guess. So alright, he is the polar opposite of insecure so he is now a **4**. He only sees failure as an opportunity to try again (a bit redundant...but I am trying to make a point) so he is now a **5**.

He doesn't think with his head. He thinks with his heart and he is long term focused so he is a **6**. Why is this one important? Because the short term pain of her potential rejection means nothing compared to the long term joy he will have by potentially spending the rest of his life with her.



Okay. Alright, alright, I get it, I get it. He's got all of these great qualities but he is still way way way under **10**. He is a **6** out of **10** and she's a **10** out of **10**.

What else can get him up to a **10 in his mind**? He is dirt poor but that doesn't matter to him or to her. He has an incredibly positive attitude so he is now a **7**. He never gives up, **8**. He thinks he is superhuman and he thinks that he wears a damn super hero cape so **9** (confidence is sooooo important when networking).

He is incredibly passionate so he is now a **10**! I thought he was a **1**? Nonsense he is way higher than a **1**! The Network Matching Equation or **N.M.E.** is in balance now because his **10** = her **10**. So she is no longer out of his league!!!!!!

BUT WAIT, THERE'S MORE! He thinks differently from everyone and he lives life on HIS terms so he is now on this part of the scale (level **11**: optional video: <https://youtu.be/Z1hyGKql0ZU> ).

Wait a minute now....there is a problem here. He's has even more positive qualities that we forgot to mention! What do I mean by that? Well we forgot to mention that **he asks often** (please see: [https://youtu.be/5tPndbyJ\\_2Q](https://youtu.be/5tPndbyJ_2Q) ).



Asking counts for all that previous stuff added up together so now he's a

# 20!

So he is now way out of her league!

Hold on. He's very confident as well. He's very confident. Not arrogant, he's confident and people love that quality. Wow, that's another 10 points. He's now a

# 30!

but she's a 10. **He's way way way out of her league**

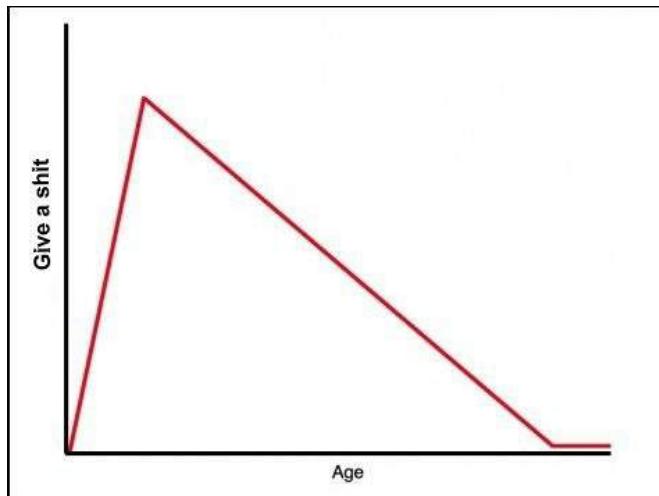
**now**, and this is all in his mind. It's important because perception becomes reality.

(optional: <https://youtu.be/38t-Ap0GZts> )

He thinks with his heart, he's unique, he's interesting, he's impressive....yes he's got all of these great qualities. He is way way



way out of her league. So dating is about persistence and risk taking. You risk making an idiot of yourself, but you shouldn't give a damn. I mean, why is it that older people always have more confidence than younger people. Well, this chart explains it. It's funny but it's true!



On the x-axis, you've got your age and on the y-axis, you've got give a shit. If you're around the university attending age, you might be at the peak of that line when it comes to perception of what others think about and this makes you a little bit less confident too (that was me in undergrad).



Not being confident (meaning thinking of yourself as a **1** instead of an:



in business and in your personal life will stop you from realizing your full potential via networking. I want you to think of yourself as being all the way to the right on the give a shit chart when you're low on confidence. I don't want you to give a shit what other people think. Keep this in mind while you network or ask for anything (within reason obviously). Confidence is crucially important when networking:



<http://www.alleywatch.com/2015/08/tech-innovation-thrives-us-due-youth-confidence/>.

Please [this video](#) to see additional commentary and real life examples of the N.M.E. strategy with my interactions with Bill Gates and a Prime Minister (one story is massively embarrassing but I don't give a shit because it's funny – at my expense of course)! <https://youtu.be/FNIkhY84dk0>

The bottom line is that networking and dating is identical. The N.M.E. is applicable to business networking as well. So if you ever asked somebody out on a date and they were out of your league, you were networking like a champ! Now, I want you to stop reading this right now and close your eyes and think of what you did or what state of mind you were in when you asked someone that you thought was waaaay out of your league out on a date and they said yes. Remain in this state the next time you network because you are so money

(<https://www.youtube.com/watch?v=ybCWXJkFfwk>)!

In the next episode/chapter/ lesson, we're going to put the Networking Match Equation strategy (or the N.M.E. strategy) into practice. You must think and find a way to get the person you're meeting with to think you're out of their league and they're



privileged to be with you (thinking anything else make you your own worst enemy/N.M.E.).

So what can you give this person to get them to want to have a second meeting with you or a third meeting or a hundredth meeting with you? What qualities do you need to have? They are likely identical to the qualities that you need to have in order to get a date and stay in the perfect relationship forever.

Take a risk. Be personable. Be you. Ask. I'm not telling you to be arrogant at all but be confident because confidence leads to perceived competence and perception becomes reality....so you are your own worst enemy if you can't think of the N.M.E. strategy in a way that puts you out of their league, okay? What you think of yourself, you become. Wear that cape!





***Networking Exercise #4: Using the N.M.E.  
Strategy***

---

*"We must accept finite disappointment,  
but never lose infinite hope."*

*-Martin Luther King, Jr.*



There are 2 parts to this exercise.

**Exercise 1:** The first exercise deals with qualities that got you a date with someone you thought was out of your league (meaning you thought they were too good for you).

**Exercise 2:** The second exercise deals with how to get people you are going to meet with in business think that you are out of their league. If you want, you can download the table below in Microsoft Word format from:

[www.HarounEducationVentures.com/networking-book](http://www.HarounEducationVentures.com/networking-book)

(the name of the file is N\_M\_E\_Exercise.DOC)

**Exercise 1:** Think of a time when you were on a date and you thought they were way out of your league (meaning you thought “why would they date me?”). This person you are on a date with is a **10** and you (for this exercise) are a **1**. List at least 10 qualities why the other person thought of you as being equal to or greater than a **10** so that the Networking Match Equation brings you at least in balance:

**1:**

**2:**



**3:**

**4:**

**5:**

**6:**

**7:**

**8:**

**9:**

**10:**



**11** (Come on list one more...let's push the goal post out!):

**Exercise 2:** Think of a person you are going to meet with in business or you want to ask them to meet with you for the first time. They are a **10** and (for this exercise) you are a **1**. List at least 10 qualities why the other person will think of you as being greater than a **10** so that the Networking Match Equation brings you at least in balance (think why is it very beneficial for them to have the pleasure of meeting you!):

**1:**

**2:**

**3:**

**4:**



**5:**

**6:**

**7:**

**8:**

**9:**

**10:**



**11 : )**



***Networking and Ask Those That Love You for  
Help (Of Course They Want to Help!)***

---

*"You can never quit.  
Winners never quit, and  
quitters never win.'*

*- Ted Turner*



Please put your pride aside. Those that are closest to you, can help you a lot when it comes to networking. However, for some reason we don't want to ask them for help. Think about it, if any of your family members or relatives ask you for help, you'd say yes without even knowing what they're going to ask for help with!

Your parents or aunts, uncles, cousins, siblings etc can and want to help you. They know a lot of people so ask them for help (as simple as that sounds). Ask them to help you find people to meet with so you can walk down the right path in life and find your career passion!

They know professionals in industries that you might want to work in. Sometimes the most obvious solution is right in front of you as your family likely knows at least a couple of people that can help you in your job search, or customer search etc.

Again, sometimes the most obvious solution is right in front of you.

: )



## ***Networking Exercise #5: Setting Up Meeting to Mentor Someone***

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*“Your imagination is your preview  
of life’s coming attractions.”*

*-Albert Einstein*



This exercise will give you the most pleasure and peace of mind and fill your heart up with love and happiness:

- ▣ I want you to find someone and mentor them.
- ▣ It can be a younger cousin who is going down the wrong path in life (you know who I am talking about).
- ▣ It can be one of your employees that you don't know that well.
- ▣ It can be a random email from someone that you received a while ago asking for help that you never bothered to answer. Reply to that email today.
- ▣ Start mentoring them and many others as it will help you in so many ways. It will make you feel amazing – like the high you get and feel when you are leaving the gym. It will also help to remind you of what your core values are and what your recipe for success is as you'll be more likely to practice what you preach.
- ▣ It will also help to remind you of what your core values are and what your recipe for success is as you will more likely be able to practice what you preach after these M.O.O. Meetings (Mentoring of Others Meetings)....catchy name eh! ...because I want you to remember this forever.



## **SECTION 6: A RADICALLY NEW AND BETTER WAY TO NETWORK WITH YOUR RESUME FOR THE LONG RUN**

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*“The purpose of our lives is to be happy.”*

*- Dalai Lama*



## **Are You Ready to Take Your Networking Game to the Next Level (Superb Long Term Networking/Goal Setting Exercise)?**

Please watch the video listed below, which is Section 6 of this book. I humbly hope this will have a material impact on who you want to be in 10 years. Please watch this video before moving on to the next section of this book: [https://youtu.be/QNA9O\\_1iK-s](https://youtu.be/QNA9O_1iK-s) .

Thanks

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Here is the freedom to be you keynote speech/article that I wrote that I mentioned during the video listed above:

### **8 Reasons to Stop Dreaming and Start Your Company Today**

*Freedom to live life on your terms starting right now.*



I had a dream that I went to a corporate picnic and I had to tell my kids to please be on their best behavior so it wouldn't limit my career. Actually, this wasn't a dream; it was a nightmare. If I had to



create a title for my nightmare, it would be called "*Forced Family Fun!*"

It doesn't matter how many companies you start in business; all you have to be is right one time. Don't spend the rest your life thinking what could've happened; make it happen starting today.

Many famous people started their business empires out of frustration and failure. Jay-Z couldn't get a record label to sign him, so he started his own record label. Many people don't realize that Bill Gate's first major business venture didn't work out for him. Thomas Edison failed more times than the top 50 entrepreneurs in the world did combined! Perhaps the aforementioned business icons realized that they were in fact creating a new market out of frustration and the hope of having the freedom of living their dreams.

Starting your own business should not be about money. It should be about passion and freedom. Freedom to live life on your terms. Freedom to never have to answer to anyone ever again.

Freedom to set your own corporate culture the right way. Freedom to be able to take an entire week off and do charity work if you want to or take your kids to school in the morning and pick them up at night as well. Freedom to spend more time during the week with your parents, significant others and friends that share your core values when it comes to entrepreneurship.

Freedom to know that if you work for yourself, it is the ultimate meritocracy. Freedom to know that there are no limitations anymore on your career. Freedom to know that those that might have thought of you as a threat at your previous company can no



longer hold you back. Freedom from all politics. Freedom to create. Freedom to donate. **Freedom to be you.**

# Here are 8 reasons that you must write that business plan starting tonight so you can live life on your terms:

- 1** Freedom to know that working for yourself creates a simple formula so you know how much you are going to be compensated. As a result of the freedom of self employment, you don't have to rely on others stealing your commissions, ideas or your hard work. Corporate politics sucks the life, creativity and freedom out of you.
- 2** Freedom to know the rules and set the rules so that you don't have to dance on eggshells and worry if you're overqualified or a threat to others.
- 3** Freedom to select your own customers that have the same core values in life that you have.
- 4** Freedom to really challenge yourself and compete with yourself and know in your heart that there's no glass ceiling stopping you from progressing.



**5** Freedom to have the pride and peace of mind knowing that you will never ever ever again get out of bed in the morning and tell yourself that you're going to work.

**6** Freedom of expression and the peace of mind knowing that you are allowed to focus on your personal passionate pursuit of happiness.

**7** Freedom to spend your time pursuing your charitable passion so that you can leave the world a better place than when you entered it.

**8** Freedom to live and work from anywhere in the world. In this new digital reality, working abroad is now an option. Heck, go work in Paris or Dubai or Montreal or Rio if you want to.

Please don't put off your entrepreneurship dreams anymore. Start writing your business plan right now so that you can enjoy the freedom to live your dream and to live life on your terms starting today.



Side Note: The Mala speech I referenced in the video can be viewed here: [https://youtu.be/8xW1pljM\\_jw](https://youtu.be/8xW1pljM_jw) .



## SECTION 7: LIFE ALTERING GOAL SETTING WORKSHOP (YOUR PERFECT LIFE IN 10 YEARS BY NETWORKING)

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*“Perseverance is failing 19 times and succeeding  
the 20th.”*

*- Julie Andrews*



## ***Introduction & Why This Goal Setting Exercise Will Change Your Life.***

We are going to take your networking game to the next level by knowing where we want to be in life in 10 years. After you complete this goal setting section, you will know where you want to be in 10 years. Then we will set up networking meetings with people that are living your dream life today so we can find out how to fill the gap and make our 10 year dreams a reality!

Before we move on to the goal setting exercise, please watch this introduction video, which will help you think about how to crystallize / conceptualize what your goals should be. Thanks:  
<https://youtu.be/dQACKYxz0L4> .



## ***Examples of Your Perfect Simple Resume in 10 Years***

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*“To avoid criticism,*

*do nothing,*

*say nothing,*

*be nothing.”*

*-Elbert Hubbard.*



I like to call our 10 year goal setting resume a perfect and simple resume. It's a more simplistic version of your resume in 10 years without all the bullet point details because we don't know exactly how we're going to accomplish it yet. Please watch this video to learn how we can create our simple perfect resume in 10 years today (and how to download the template so you can get started on this long term goal setting and networking exercise): <https://youtu.be/MOaqdX1xyCQ>. After you watch the video, please check out 2 samples of a perfect simple 10-year resumes on the next 2 pages.



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**Work Experience**

2023–Present	<b>BAUTISTA CAPITAL MANAGEMENT</b> <i>CEO &amp; FOUNDER</i>	PARIS, FRANCE
2022–Present	<b>NEW YORK YANKEES BASEBALL CLUB</b> <i>OWNER, CHAIRMAN OF THE BOARD OF DIRECTORS</i>	NEW YORK, NY
2022–Present	<b>MAJOR LEAGUE BASEBALL</b> <i>BOARD OF DIRECTORS</i>	NEW YORK, NY
2019–2021	<b>BAUTISTA CLOUD COMPUTING, LLC (ACQUIRED BY MICROSOFT)</b> <i>CEO &amp; FOUNDER</i>	REDMOND, WA
2013–2017	<b>PEACE CORPS IN THE CENTRAL AFRICAN REPUBLIC</b> <i>VOLUNTEER</i>	BANGUI, C.A.R.

**Education**

2017–2019	<b>HARVARD BUSINESS SCHOOL</b> <i>M.B.A.</i>	BOSTON, MA
2009–2013	<b>東京大学 / UNIVERSITY OF TOKYO</b> <i>Bachelor of Arts (B.A.), Law</i>	TOKYO, JAPAN

**Personal/Other**

2020–Present	<b>FOUNDER, EVERYONE DESERVES A SECOND CHANCE</b>	SECONDCHANCENOW.ORG
2019–Present	<b>FOUNDER, ROBERTO CLEMENTE MENTORING PROGRAM</b>	SAN JUAN / PUERTO RICO
2018	<b>WINNER OF THE 121<sup>ST</sup> ANNUAL BOSTON MARATHON</b>	BOSTON, MA

Languages: English, Spanish, Japanese & Mandarin (conversational)  
Additional Interests: Baseball cards, helping at risk you.



**ROBERTA MOSEBY**

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**Work Experience**

2022–Present	<b>OWNER OF REAL MADRID, C.F.</b> <i>CEO AND CHAIRWOMAN OF THE BOARD OF DIRECTORS</i>	MADRID, SPAIN
2020–Present	<b>AUSTRALIAN SECURITIES EXCHANGE</b> <i>BOARD OF DIRECTORS</i>	SYDNEY, AUSTRALIA
2019–Present	<b>MOSEBY PREMIUM MINING CORPORATION</b> <i>CEO &amp; FOUNDER</i>	GABARONE, BOTSWANA
1999–2017	<b>BHP BILITON</b> <i>SENIOR VICE PRESIDENT</i>	MELBOURNE, AUSTRALIA

**Education**

2020–2024	<b>CAMBRIDGE UNIVERSITY</b> <i>DOCTOR OF PHILOSOPHY (PHD)</i>	CAMBRIDGE, ENGLAND
2018–2019	<b>INSEAD</b> <i>M.B.A.</i>	FONTAINEBLEU, FRANCE
1993–1999	<b>UNIVERSITY OF CAPETOWN</b> <i>BACHELOR OF SOCIAL SCIENCES, SOCIOLOGY &amp; MARKETING</i>	CAPETOWN, SOUTH AFRICA

**Personal/Other**

2020–Present	<b>BOARD MEMBER AT THE BILL &amp; MELINDA GATES FOUNDATION</b>	SEATTLE, WA
2019–Present	<b>BOARDMEMBER AT THE AZIM PREMJI FOUNDATION</b>	BANGALORE, INDIA
2018–Present	<b>BOARD MEMBER AT MAKE A WISH FOUNDATION</b>	PHOENIX, U.S.

Languages: Afrikaans, Zulu, English & Hindi (conversational)  
Additional Interests: Opera, Australian rules football and base jumping.



***Networking Exercise #6: Part 1/4: Writing  
Down Your 10 Year Resume in 10 Years  
(Today!)***

---

*“The more I want to get something done,  
the less I call it work.”*

*-Richard Bach*



I hope you're fired up to do this!!!! There are four parts in this goal setting workshop. This chapter deals with part one, which is writing down your goals. **Please** don't be conservative with this exercise.

Writing down our 10 year goals will really help us with building our resume and help us to do off the charts / amazing networking later on in the book/course. I'll explain what that means later.

Many of my students and executives that I train with this exercise find that it really helps them to understand what their passion is in life and quite often it results in them changing careers. If you write down your goals, the likelihood that you achieve them increases materially, so please take your time with this and really really enjoy the exercise.

I want you to think **big**, and then please think **much bigger** than you ever have before as you (yes you and you only) set your own limits in life. Now with that in mind, I want you to write down 100, that's right, 100 10-year goals.

**In this list of 100 goals, I want you to write down:**

**1: Your 10-year work or professional goals.**

**2: Your 10-year education goals.**

**3: Your 10 year personal goals** (i.e., charities you will start to make the world a better place, happiness goals, spiritual goals, gold medals you will win, Nobel prizes you will receive etc).

I put some inspirational quotes for you every fifth goal or so in order to give you more energy; this will help you with the



**UNSTOPPABLE MOMENTUM** you're going to have in completing this life-altering exercise.

What I usually do when I do goal-setting exercises is I go for a long walk by myself and write down my goals, so why don't you do that? Go for a walk if you want to.

Grab a park bench, sit down and buy a coffee at Starbucks, or wherever you go, and really take your time with this and do some soul-searching and enjoy it! Take as much time as you need to in writing down these goals (starting on the next page). I'll see you in the next chapter. Thanks.



## 100 GOALS...YOU IN 10 YEARS...UNSTOPPABLE...LIMITS

If you want, you can download the table below here and fill it out in Microsoft Word format at this address:

<http://www.harouneducationventures.com/networking-book>  
and download this file: Goal\_Setting\_Exercise.DOC

**The most brilliant entrepreneurs like Steve Jobs would go on long walks to soul search and think of business ideas. Consider going on a long walk while you complete this section:**

1:

2:

*"Once you realize that everything around you was created by people that are no smarter than you, you'll never be the same" -Steve Jobs*

3:



4:

*"The secret of getting ahead is getting started."* -Mark Twain

5:

6:

*"It always seems impossible until its done."* -Nelson Mandela

7:

8:

*"Your time is limited, so don't waste it living someone else's life."* - Steve Jobs



9:

10:

*"I'd rather attempt to do something great and fail than to attempt to do nothing and succeed."*-Robert H. Schuller

11:

12:

*"Opportunity does not knock, it presents itself when you beat down the door."* -Kyle Chandler

13:

14:



**"Everything you can imagine is real." -Pablo Picasso**

15:

16:

**"Someone is sitting in the shade today because someone planted a tree a long time ago." -Warren Buffett**

**"Someday is not a day of the week." -Denise Brennan-Nelson**

17:

18:

19:

**"Don't count the days, make the days count." -Muhammad Ali**



20:

21:

*"In the middle of every difficulty lies opportunity." -Albert Einstein*

22:

23:

*"Accept the challenges so that you can feel the exhilaration of victory." -George S. Patton*

24:

25:



**“The best way to predict the future is to invent it.” -Alan Kay**

26:

27:

**“You can never quit. Winners never quit, and quitters never win.” - Ted Turner**

28:

29:

**“Big shots are only little shots who keep shooting.” - Christopher Morley**

30:



31:

**“Well done is better than well said.” -Benjamin Franklin**

32:

33:

**“Only I can change my life. No one can do it for me.” - Carol Burnett**

34:

35:

**“You can't wait for inspiration. You have to go after it with a club.”  
-Jack London**



*"The purpose of our lives is to be happy."* -Dalai Lama

36:

37:

*"Perseverance is failing 19 times and succeeding the 20th."* -Julie Andrews

38:

39:

*"Failure is another steppingstone to greatness."* -Oprah Winfrey

40:



41:

**"Don't let the fear of striking out hold you back."** -Babe Ruth

42:

43:

**"If you don't like how things are, change it! You're not a tree."** -Jim Rohn

44:

45:

**"The more things you do, the more you can do."** -Lucille Ball



46:

47:

**"You miss 100% of the shots you don't take." - Wayne Gretzky**

48:

49:

**"We must accept finite disappointment, but never lose infinite hope."**

**-Martin Luther King, Jr.**

50:



51:

**“If you don’t ask, you don’t get.” - Stevie Wonder**

52:

53:

**“Your imagination is your preview of life’s coming attractions.” - Albert Einstein**

54:

55:

**“What keeps me going is goals.” -Muhammad Ali**



56:

57:

*"I can accept failure, everyone fails at something. But I can't accept not trying."*    -Michael Jordan

58:

59:

*" You must expect great things of yourself before you can do them."*  
-Michael Jordan

60:

61:



**"The more you dream, the farther you get."** -Michael Phelps

62:

63:

**"Happiness is when what you think, what you say, and what you do are in harmony."**

-Mahatma Gandhi

We must change the lens by which we see the world



**The more I want to get something done, the less I call it work."** -  
Richard Bach



64:

65:

*"The mind is everything. What you think you become."* -Buddha

66:

67:

*"It does not matter how slowly you go, so long as you do not stop."*

-Confucius

68:

69:



*"If you want to be happy, set a goal that commands your thoughts, liberates your energy, and inspires your hopes."* -Andrew Carnegie

70:

71:

*"We may encounter many defeats but we must not be defeated."* -  
Maya Angelou

72:

73:

*"The two most important days in your life are the day you are born  
and the day you find out why."*

-Mark Twain



74:

75:

*"Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do. If you haven't found it yet, keep looking. Don't settle. As with all matters of the heart, you'll know when you find it."* - Steve Jobs

76:

77:

*"Two roads diverged in a wood, and I — I took the one less traveled by. And that has made all the difference."* -Robert Frost (from his poem "The Road Not Taken")

78:



79:

*"The journey of a thousand miles begins with one step."* -Lao Tzu

*"Dream big and dare to fail."* -Norman Vaughan

80:

81:

*"Tough times never last, but tough people do."* -Dr. Robert Schuller

82:

83:



**"There is only one success: to be able to spend your life in your own way."** -Christopher Morley

84:

85:

**"The power of imagination makes us infinite."** -John Muir

86:

87:

**"Believe and act as if it were impossible to fail."** -Charles Kettering

88:



89:

*"Every strike brings me closer to the next home run."* -Babe Ruth

*"The biggest risk is not taking any risk... In a world that's changing really quickly, the only strategy that is guaranteed to fail is not taking risks."* - Mark Zuckerberg

90:

*"Go confidently in the direction of your dreams and live the life you have imagined."*

-Henry David Thoreau

91:

*"Believe you can and you're halfway there."* -Theodore Roosevelt



92:

*"Never let your memories be greater than your dreams."* -Doug Ivester

93:

*"If something is important enough, even if the odds are against you, you should still do it.* -Elon Musk

94:

*"It wasn't raining when Noah built the ark."* -Howard Ruff

95:

*"Don't wait. The time will never be just right."* -Napoleon Hill



96:

**“It’s not whether you get knocked down, it’s whether you get up.”** -

Vince Lombardi

**“Try not. Do, or do not. There is no try.”** -Yoda

97:

**“Everything you’ve ever wanted is on the other side of fear.”** -

George Addair

98:

**“If you aren’t going all the way, why go at all?”** -Joe Namath



99:

*"A year from now you may wish you had started today."* -Karen Lamb

100:

*"Change your thoughts and you change your world."* -Norman Vincent Peale

Let's do one more to make it 101!

*"It is never too late to be what you might have been."* -George Eliot

101:

**Great work!!!!**

**I hope you feel inspired and empowered!**

**This is just the beginning!**



## ***Networking Exercise #7: Part 2/4: Categorizing Your Goals***

---

*“Do what you love and the money will follow.”*

*- Marsha Sinetar*



Alright, I hope you're fired up. You just completed Part 1 of 4 of the Goal Setting Workshop. We are now on Part 2 of 4, which is Categorizing Your Goals.

In this exercise please write down one of the following three letters beside all of your 101 goals that you just wrote down in the previous chapter.

**W** (for **Work Experience** Goal)

**E** (for **Education** Goal)

**P/O** (for **Personal/Other** Goal)



***Networking Exercise #8 Part 3/4: Filling the  
'Gap'***

---

*“I am not afraid... I was born to do this.”*

*-Joan of Arc*



We are now on Part 3 of 4 which is “*filling the gap*”. Based on the 101 goals you wrote down, on the next few pages I want you to:

- ▣ write down 4 or fewer things you would like to accomplish within 10 years in the left column of the **work experience table**. I included a few examples or work experience goals as well.
- ▣ Also, please write down 3 or fewer things you would like to accomplish within 10 years years in the left column of the **education table**. I included a few examples or education goals as well.
- ▣ Lastly, please write down 5 or fewer things you would like to accomplish within 10 years years in the left column of the **personal or other table**. I included a few examples or personal goals as well.

Please be as brief as you can.

Then in the right column, please enter HOW you are going to fill the gap. Don’t worry as I included plenty of examples over the next few pages.



<b>EXAMPLE #1: Work Experience Excerpt:</b>	
Goal	How do I fill the gap so I can achieve the goal?
1: Become a Partner at Goldman Sachs in 2026	<p>-I will get a finance summer internship at a great finance company.</p> <p>-I will learn more about finance online via online courses etc.</p> <p>Not sure of the other requirements yet....</p> <p>-I will set up a meeting with employees from Goldman Sachs and ask them for help...note I will teach you the easy way to get these meetings in the networking portion of this course.</p>

In the work experience table listed above, one of the goals might be to become a partner at Goldman Sachs by 2026, which is on the left side of the table. Then, on the right side, write down HOW are you going to achieve this goal? That's called a gap analysis. We're going to fill that gap by networking in a future chapter.

In other words, write down what you need to accomplish in the next 10 years to make becoming a partner at Goldman Sachs a



reality (if you don't know that is ok as we will do networking exercises soon to help you figure out how).

<b>EXAMPLE #2: Education Section Excerpt:</b>	
Goal	How do I fill the gap so I can achieve the goal?
1: MBA from Harvard Business School in 2020	<p>-I will call the school's admissions and ask when I can visit the school and sit in on classes [easy to do....please make the call!].</p> <p>Not sure of the other requirements....</p> <p>-I will set up a meeting with alumni from Harvard Business School and ask them for help... note I will teach you the easy way to get these meetings in the networking portion of this course.</p>

In the education example listed above, I wrote down on the left side that I want to get an MBA from Harvard Business School in 2020. And by the way, I got rejected by Harvard Business School. In terms of the right side of this table, how are we going to fill that gap and get into Harvard Business School? I wrote down here,



hypothetically, I will call the school's Admissions Department, and ask when can I please visit the school and sit in on classes. It's so easy to do. Please make that call. Please make that call because what happens is in the essay portion of your application, you can write down "I visited the school, I sat in these classes, and this is why I'd love to attend the school....etc"

Then, per the table, I wrote down, "I'm not sure of the other requirements, and therefore I will set up a meeting with alumni from Harvard Business School and ask for help."



### EXAMPLE #3: Personal / Other Section Excerpt:

Goal	How do I fill the gap so I can achieve the goal?
1: Start a charity to help underprivileged youth reach their full potential called "PayItForwardToday.org" in 2016	<p>-I will create a Facebook page to recruit people to help me with this.</p> <p>-I will improve the lives of many underprivileged youth that didn't have the same opportunities as I did. I will make a difference.</p> <p>Not sure of the other requirements yet....</p> <p>-I will set up a meeting with notable alumni from my school or from my home town that have started charities and ask them for guidance...note I will teach you the easy way to get these meetings in the networking portion of this course.</p>



The third and final example here is listed above. On the left side, I listed that I want to start a charity to help underprivileged youth reach their full potential, called PayItForwardToday.org in 2016. It's actually a pretty good idea. I like it. Now, in terms of the gap analysis on how, you can see in the right hand column here I wrote, I'll create a Facebook page to recruit people to help me with this. I'll also improve the lives of many underprivileged youth that didn't have the same opportunities that I did. I will make a difference.

I also wrote down that I'm really not sure what the other requirements are yet, and that I guess I'll set up a meeting with notable alumni from my school or from my hometown that have started charities, and I'll ask them for guidance. Of course, they'll meet with me, right? They want to make the world a better place.

Now it's your turn. Please complete the 3 tables below (using the examples above as a guide).

If you want, you can download the table below here and fill it out in Microsoft Word format at this address:

<http://www.harouneducationventures.com/networking-book>

and download this file: Filling\_the\_Gap\_Exercise.DOC



**Work Experience:** Based on the goals you wrote down, please write down 4 (or fewer) things in this table that you would like to see in 10 years on the **Work Experience Section** of your resume (complete the left side of the table below and please be brief). Then please sort it by date – meaning if you have one job that starts in 2025 and another one that starts in 2017, put the job that starts in 2017 after the job that starts in 2025.

Then after you have written down the 4 (or fewer) **Work Experience** goals in the left hand column, please write down in the right hand column what you need to achieve to make that goal a reality (meaning what ‘gap(s)’ do you need to fill per examples listed earlier in this section).

Goal	How do I fill the gap so I can achieve the goal?
1:	
2:	



3.	
4:	



**Education:** Based on the goals you wrote down, please write down 3 (or fewer) things in this table that you would like to see in 10 years on the **Education Section** of your resume (complete the left side of the table below and please be brief). Then please sort it by date – meaning if you have one job that starts in 2025 and another one that starts in 2017, put the job that starts in 2017 after the job that starts in 2025.

Then after you have written down the 3 (or fewer) **Education** goals in the left hand column, please write down in the right hand column what you need to achieve to make that goal a reality (meaning what 'gap(s)' do you need to fill per examples listed earlier in this section.

Goal	How do I fill the gap so I can achieve the goal?
1:	
2:	



3:	
----	--

**Personal / Other:** Based on the goals you wrote down, please write down 5 (or fewer) things in this table that you would like to see in 10 years on the **Personal/Other Section** of your resume (complete the left side of the table below and please be brief). Then please sort it by date – meaning if you have one job that starts in 2025 and another one that starts in 2017, put the job that starts in 2017 after the job that starts in 2025.

Then after you have written down the 5 (or fewer) **Personal/Other** goals in the left hand column, please write down in the right hand column what you need to achieve to make that goal a reality (meaning what ‘gap(s)’ do you need to fill per examples listed earlier in this section).

Goal	How do I fill the gap so I can achieve the goal?
1:	



2:	
3:	
4:	
5:	



***Networking Exercise #9 Part 4/4: Finishing  
Your Simple Perfect 10 Year Resume!***

---

*“What keeps me going is goals.”*

*-Muhammad Ali*



We are almost there! Please open up the document available for download from

<http://www.harouneducationventures.com/networking-book>

and download this file: Simple\_Resume\_Template.doc

Please copy and paste your Work Experience in 10 years, your Education in 10 Years and Your Personal / Other in 10 years that you completed in the last exercise.

Please see the next page for how to do this. Also please complete your name, address (the exact address you want to live in in 10 years) & interests, which is also shown on the next page.

Great work! I hope you are fired up to make this a reality!!!!

**YOUR NAME (PLEASE MAKE SURE THE RESUME IS 1 PAGE MAX THANKS)**Your Address in 10 years, for example a Penthouse on 5<sup>th</sup> Avenue in New York City

Your Email Address Your Cell Phone #

**Work Experience**

YEAR-2026	<b>COMPANY NAME [WORK GOAL #1]</b> <i>Partner</i>	<b>LOCATION</b> HONG KONG
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YEAR-YEAR	<b>COMPANY NAME [OPTIONAL WORK - GOAL #2]</b> <i>Your Position</i>	<b>LOCATION</b>
-----------	-----------------------------------------------------------------------	-----------------

YEAR-YEAR	<b>COMPANY NAME [OPTIONAL WORK - GOAL #3]</b> <i>Your Position</i>	<b>LOCATION</b>
-----------	-----------------------------------------------------------------------	-----------------

YEAR-YEAR	<b>COMPANY NAME [OPTIONAL WORK - GOAL #4]</b> <i>Your Position</i>	<b>LOCATION</b>
-----------	-----------------------------------------------------------------------	-----------------

**Education**

2018-2020	<b>HARVARD BUSINESS SCHOOL [OPTIONAL EDUCATION GOAL #1]</b> <i>M.B.A.</i>	<b>LOCATION</b> BOSTON, MA
-----------	------------------------------------------------------------------------------	-------------------------------

YEAR-YEAR	<b>OTHER SCHOOLS YOU ATTENDED [OPTIONAL EDUCATION GOAL #2]</b> <i>Degree Name</i>	<b>LOCATION</b>
-----------	--------------------------------------------------------------------------------------	-----------------

YEAR-YEAR	<b>OTHER SCHOOLS YOU ATTENDED [OPTIONAL EDUCATION GOAL #3]</b> <i>Degree Name</i>	<b>LOCATION</b>
-----------	--------------------------------------------------------------------------------------	-----------------

**Personal/Other**

2016-Present	<b>PAY IT FORWARD TODAY [OPTIONAL PERSONAL GOAL #1]</b>	<b>LOCATION</b> PayItForwardToday.ORG
--------------	---------------------------------------------------------	------------------------------------------

YEAR-YEAR	<b>PERSONAL / OTHER GOAL [OPTIONAL PERSONAL GOAL #2]</b>	<b>LOCATION</b>
-----------	----------------------------------------------------------	-----------------

YEAR-YEAR	<b>PERSONAL / OTHER GOAL [OPTIONAL PERSONAL GOAL #3]</b>	<b>LOCATION</b>
-----------	----------------------------------------------------------	-----------------

YEAR-YEAR	<b>PERSONAL / OTHER GOAL [OPTIONAL PERSONAL GOAL #4]</b>	<b>LOCATION</b>
-----------	----------------------------------------------------------	-----------------

YEAR-YEAR	<b>PERSONAL / OTHER GOAL [OPTIONAL PERSONAL GOAL #5]</b>	<b>LOCATION</b>
-----------	----------------------------------------------------------	-----------------

Languages: *list languages here*Additional Interests: *team sports, etc.*



## ***Congratulations & 5 Ways to Guarantee That You Achieve Your Goals***

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*“The mind is everything.*

*What you think you become.”*

*-Buddha*



Please watch this video for a summary of this section and for great tips on how you can achieve your 10 year goals!

<https://youtu.be/CdYa-y3xRts> .

Please update your 10-year resume that you just created every 2 years (I have been doing this for many years). Doing this helps you achieve your goals... I promise! I achieved many of my goals, with the exception of winning an Olympic gold medal in pole vaulting, which I plan to win much later in life. Kidding as I suck at sports!

### **5 Ways to Ensure that You Achieve your 10 Year Goals:**

- Tell your family and best friends about your goals because telling them makes you more inclined or slightly pressured in a good way to work harder to achieve your goals.
- Print out your 10-year simple perfect resume and seal it in a self addressed stamped envelope. Give it to your Mom or Dad or a friend and tell them to mail it to you in one year.
- Print out your simple perfect resume and literally tape it on your mirror.
- Carry a printed version of your resume and always keep it in your wallet or in your purse.
- Copy and past the contents of your simple perfect resume and put it in your calendar or Gmail calendar. In the notes field of that calendar paste your 10-year resume contents and have this calendar entry repeat daily so you can keep focusing on achieving your 10 year goals.



## **SECTION 8: NETWORKING TO REACH YOUR 10 YEAR GOALS!**

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*“Only I can change my life.*

*No one can do it for me.”*

*- Carol Burnett*



## ***Filling the Gap So We Can Achieve Our Goals Via Networking Help***

In this section of the course, we're going to discuss networking to reach your 10 year goals. In the Goal Setting section, you created your simple, perfect resume in 10 years, which you should be carrying with you everywhere right now I hope : )

You should have your 10-year simple perfect resume on your mirror so you can look in the mirror everyday and think, "That's the person I'm going to become in 10 years."

You have now documented many incredible work goals, education goals and personal goals that are on your 10 simple perfect resume. But there's a gap between where you are today and what you will become in 10 years.

Consider putting your current resume beside your 10-year resume; look at them and work on filling that gap....but you're going to need help and you have to ask for help in order to make this dream become a reality. So we're going to work on how to fill that gap in this section. How? By meeting people that have achieved your goals and asking them for advice on how you too can achieve your goals okay.

Please watch this really inspiring Oscar for Best Actor speech that Matthew McConaughey gave. He speaks with passion, right from his heart and he talks about meeting himself and competing with himself in the future which I think you'll find really enjoyable, inspiring and motivational (he sort of did the same exercise you just completed): <http://tinyurl.com/filling-the-gap>.



***Networking to Find People that Achieved Your  
Work, Education and Personal 10 year Goals  
(Includes Networking Exercise # 10)***

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*“The purpose of our lives is to be happy.”*  
*-Dalai Lama*



Let's network to find people that achieved your work, education, and personal 10 year goals using LinkedIn. Why? Because they are living your 10 year dream today.

Find out what they did (using LinkedIn) to get to where they are today. What did they do in between achieving their/your goals? I want you to consider taking the same path that they did. Don't take advice from anyone else except for them as they achieved these goals!!!!

As a side note, don't let anyone piss on your dreams by telling you that you can't do it because they are likely envious or too chicken to have the guts to even try.

I want you to ask to meet these people that achieved your 10 year goals. So, let's break up your perfect simple 10-year resume into three parts (meaning your work experience, education and personal sections). Over the next 10 weeks, I want you to network more than you have ever before!

I want you to please meet or speak with 10 people that achieved those goals in each category (30 people) ...yep that's a lot of meetings. This means reaching out to 10 people that achieved your 10-year work goals, 10 people that achieved your 10-year education goals and 10 people that achieved your 10-year personal goals. [...how badly do you want to achieve these goals?]

These people are living your dream, in 10 years, right now. Who better to ask how you can achieve these goals than them? They'll feel very flattered, you'll see when you ask them for help.

There are hundreds of millions of people on LinkedIn. All you have to do is do an advanced search, and come up with people that have



achieved those goals. Don't forget to search and find something you have in common with this person.

Keep your inMail, very, very short (less is always more).

If you are having issues following through on this because you think that they won't want to meet you, then watch this video again that I prepared when dealing with asking for meetings using another tactic (the cover letter video\*): <https://youtu.be/PoXGn8gMTsE> . The aforementioned video might help you get into the perfect state in order to get these meetings (step 1 is to ask)!

There are so many people that have your dream resume in 10 years, and they want to help you. Maybe they haven't achieved all the work, education, and personal stuff you want, maybe they've only achieved a few of your work goals (contact them). **Many of them got there by having a big heart (givers), so ask them.** They were you one day. They don't forget about how hard it was for them. They will certainly appreciate how hard it is for you. Contact them. Why? Because nobody else will. Again, please watch the video listed above if you need help with this.

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\* Please skip this video if you already watched it in the introduction section of this book.



## **SECTION 9: NETWORKING**

### **STRATEGIES IF YOU HAVE NO IDEA WHAT TO DO AND/OR YOU'RE A STUDENT**

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*“What keeps me going is goals.”*

*-Muhammad Ali*



## ***Introduction and Why Thinking Long Term Can Help You Figure It All Out***

I want to talk about why thinking long-term can really help you figure it all out. We're going to discuss four strategies in this section:

Strategy one is going to be staying in school a little bit longer.

Strategy two is to network to get what's called an origination job, which makes you more marketable.

Strategy three is why thinking with your heart today, and helping others today, will not only make you feel amazing because you're making the world a better place now, but your resume will love it too. We're going to look at people that have done volunteer work at your age, and went on to do great things.

Lastly, we'll also talk about strategy number four, which is to keep doing informational networking meetings over and over and over and over again until you find your passion.



## ***Strategy #1: Staying in School Longer***

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*“Well done is better than well said.”*

*-Benjamin Franklin*



When I was in school I switched majors, a couple of times as I didn't know what I wanted to do. If you can't find a job or a profession that you're passionate about, maybe consider staying in school or going back to school or doing night courses or online courses.

If you're older it's even easier to get accepted as many admissions departments call this process accepting mature students. If you got to busy with your life and you forgot your dream when you were younger was to go to Yale, then you know what, apply and make it happen or at least visit the school.

If money's an issue, then go to Yale in ten years. You can find graduates of Yale or whatever school by finding their profiles on LinkedIn and seeing what they did to get into that school later in life.

If you're currently a student in your third year in undergrad and you really have no clue what you want to do, (which is basically me, when I was younger and kind of up until a few of years ago), then I want you to do this: I want you to apply to graduate school. If you get in, then only go if by the time you graduate from undergrad, you figured out what you want to do work wise. You can even defer acceptance to that graduate school by a year or two at some schools.

The purpose of this section is just to have a contingency plan for you while you're looking for your passion.



***Strategy #2: Network to Get an Origination  
Job (this Strategy Makes You More  
Marketable)***

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*“The secret of getting ahead is getting started.”*  
*-Mark Twain*



What is an origination job? Well, it's a job where you make the product. I'm not saying it's only a manufacturing job. I'll give you a couple examples shortly.

If you create the product, then you really understand the product. Therefore, if you don't want to make the product anymore after you've made it for a while, then you can easily go into a sales job selling that product, or a marketing job marketing that product, or an operations job supporting the product. You can start your own company making, selling and marketing the product yourself.

What does this mean? Well, an origination job is where you create the product, and it includes being an engineer where you create the product like a software programmer. You create the technology product, and then others around you sell it and market it.

Another type of origination job is if you're an investment banker as you create the financial product that the other people in the firm will then market and sell. For example, you do all the stuff necessary as an investment banker to make an initial public offering product including a lot of the documentation (make sure you love this line of work or it can be torturous).

An engineer at Google, for example, is considered by many to be at the top of the tech food chain. Also, they are more respected, believe it or not, than many other roles at Google because they originated the product and therefore they are more marketable. They can move on to other departments, if they wanted to. If they made the product, then they can probably move at some point into a role that sells the product if they're outgoing or a role that markets the product if they want to be creative.



It's much tougher to move from selling or marketing a product to making the product. You see what I mean by origination? Let's talk about investment banking. In the investment banking example, if you made the IPO product, you originate it. Then at some point if you wanted to you could move into a sales role on a trading floor, for example. You can probably market the product as well as you understand it because you made it.

It's harder for someone in finance that trades the product or sells the product to move into making the product, meaning investment banking. The same thing can be said about engineers who are at the top of the food chain at Google. Investment bankers are considered to be at the top of the food chain at the very big diversified Wall Street firms.

The same thing can be said if you work in strategy consulting at a firm like McKinsey where you advise and you help create new strategies for your clients. So, in consulting if you helped your clients create a new strategy ("the product") then you can maybe decide to sell the product if you don't want to create it anymore (CEOs are salespeople and many worked at McKinsey:

[https://en.wikipedia.org/wiki/List\\_of\\_current\\_and\\_former\\_McKinsey %26 Company consultants](https://en.wikipedia.org/wiki/List_of_current_and_former_McKinsey_%26_Company_consultants)).

As a consultant who originated the product, you can even work for the company that you consulted with. Now, if you sold the product or marketed the product it's hard to move into a strategy role making the product.

So what's the bottom line here? So, what Chris? Well, if you don't know what you want to do and you are somewhat interested or passionate about technology or finance or strategy then consider



getting an engineering job or an investment banking job or a strategy consulting job right out of school as you'll be more marketable in the aforementioned three origination or creative roles than other career tracks.

If you want more detail then just search for people on LinkedIn that started their careers as an investment banker at Morgan Stanley, or as a consultant at McKinsey, or as a programmer at Google and see what they're doing now in their careers. You'll probably see that they're very marketable and moved on to start their own companies or even changed careers, etc.

There's a saying here in Silicon Valley that you can teach finance to an engineer, but you can't teach engineering to a finance person as engineering is more so at the core of creating or originating a product than the financial profession is within the tech sector.



***Strategy #3: Think with Your Heart Today &  
Network to Help Others (Your Resume Will  
Love It)***

---

*“Tough times never last, but tough people do.”*

*-Dr. Robert Schuller*



Another option is for you to think with your heart today by helping others. In 1961, President Kennedy established the Peace Corps. For more information on the Peace Corps go to [Peacecorps.gov](http://Peacecorps.gov). Of course there are many similar charity-based groups around the world.

If you're not sure what you want to do, consider volunteering to work at one of these amazing charities for the following reasons:

1. You're giving and giving with your heart to make the world a better place.
2. You can do some serious soul-searching when you do volunteer work. This soul-searching or purpose-searching, will give you a better idea of what you want to do longer term.
3. If you ever want to do an MBA at a top school, or any degree at a great school, it looks amazing that you gave so much of yourself at a young age (this should not be your primary motivation to do this though). Please remember, that networking is all about giving.
4. Many employees love to hire people that give from their hearts. You can make their company better if more giving people work there that can help mentor others that also work there. In your job interviews after the Peace Corps, or whatever volunteer group you worked with, you can discuss how what you did was mentoring and Amazon-like generous customer service.
5. You will really stand out as being interesting, impressive and unique (which helps a lot in interviews on graduate school applications). When I did my MBA, there were at least three people in my class alone that worked for the Peace Corps. They did this for two or three years after they



finished their undergraduate degree. I wish I did this in hindsight. If you're considering doing this, and your parents say, "hey come on, going to school costs a lot of money, you know, is this the right decision for you?" Well, you're living your life right? Also if you do an advanced search in LinkedIn of people that worked in the Peace Corps, you will find 61,000 amazing people. Add McKinsey to this search and you will find 50 people that work at McKinsey that were in the Peace Corps. Lastly, in this LinkedIn search you will find that more than 154 people that worked in the Peace Corps went on to Harvard Business School. Follow your passion and follow your heart.

The screenshot shows a LinkedIn search results page with the following details:

- Search Bar:** Advanced > 154 results
- Filter Options:** All, People, More..., Keywords, First Name, Last Name, Title, Company (highlighted with a red box), Current or past, School (highlighted with a red box), Location (Anywhere), Relationship (All).
- Results:**
  - Chris Polen:** Financial Management Specialist - DOL, Executive Board Member - RPC/WDCO. Washington D.C. Metro Area - Government Administration. 1 shared connection + Similar.
  - Shari Hubert:** Associate Dean of MBA Admissions at Georgetown University's McDonough School of Business. Washington D.C. Metro Area - Government Administration. 8 shared connections + Similar.
  - Hilary Gevondyan:** Vice President & Associate General Counsel at First Republic Bank. San Francisco Bay Area - Banking. 2 shared connections + Similar.
  - Michael Murray:** Investment Banking Analyst. Greater Boston Area - Financial Services. 16 shared connections + Similar.



***Strategy #4: Keep Doing Informational  
Network Meetings Over and Over and Over  
Again***

---

*“There is only one success: to be able to spend  
your life in your own way.”*

*-Christopher Morley*



Repetition, they say, is the mother of all skills, so do informational meetings by networking the way we've talked about at length in this book. You'll meet with a gazillion people in a gazillion different industries. At some point, you'll end up finding your passion. You'll find your passion when you meet with a ton of people that will guide you towards a career you want to be in.

I also want to add that one day when you're a bit older, you're going to wake up and you're working in a certain career... and you're going to say, "I'm just not feeling it anymore." As a result, you might end up wanting to change careers many times in your life, but the goal here is to keep searching for your passion and purpose and to give along the way until you find an occupation that you love and you'll never work a day in your life.



***Networking Exercise #11: Did People in  
Strategies 1-4 End Up Making it Later in Life?***

---

*“Never let your memories be  
greater than your dreams.”*

*-Doug Ivester*



Similar to what we did in the last chapter by looking for people that were in the Peace Corps and what they did later in life, I want you to please pick a couple of jobs, or degrees, or volunteer activities and see if people that did those things earlier in life ended up in positions you want to be in later in life. Simply look at their LinkedIn profiles (and of course ask them to meet if you want to based on the networking skills that we discussed in this book).

**You set your own path in life...but  
by networking you can seek  
guidance from others or observe  
the career paths of others that  
did what you want to do, which  
can help you crystalize your goals  
and find your *path, purpose and  
passion.***



## **SECTION 10: CONCLUSION,** **CONGRATULATIONS & THANK YOU!**

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*“I know where I'm going and I know the truth,  
and I don't have to be what you want me to be.  
I'm free to be what I want.”*

*- Muhammad Ali*



**Congratulations!!!!** Please enjoy networking as you take your career to the next level ('*meet people, have fun and learn*')!

Please watch the next steps here:

<https://youtu.be/GYv-l4ta97A>



**Please find your passion by networking**

**and live love life on your terms.**



*We need to change the lens by which we see the world.*

Thank you very much for your time, dedication and commitment,  
Chris Haroun : )



**PURPOSE OF THIS BOOK** In this book you will learn how to take your career to the next level by significantly increasing your chances of getting a job, changing careers, getting customers or getting anything you want in life by networking. Web links to several hours of helpful and inspiring optional online videos are provided in this book as well as many downloadable templates and exercises to help you achieve your business and personal goals. Let's do this :)



## ABOUT THE AUTHOR

**CHRIS HAROUN** is also the author of the book "**101 Crucial Lessons They Don't Teach You in Business School**," which Business Insider wrote is "the most popular book of 2016 so far, according to Business Insider readers." In 2015 Forbes called this book "1 of 6 books that all entrepreneurs must read right now." Chris also teaches many business and self development courses online at [Udemy.com](#)

**CHRIS** is also the founder and CEO of Haroun Education Ventures, which has 3 areas of focus: 1: Edtech Venture Capital, 2: Education Charities and 3: Education Online Business & Self Development Courses. In addition, he is an award winning business school professor, MBA graduate from Columbia University and former Goldman Sachs employee. He has raised/managed over \$1bn in his career. To receive some of Chris' online courses for free, please go to [HarounEducationVentures.com](#)

**CHRIS** is passionate about educational charities. He is on the board of directors of The LEMO Foundation, which offers scholarships and mentoring to East Palo Alto students where the high school graduation rate is only 40%. He is also on the board of Providing Opportunities for Women (P.O.W) which was founded by a few of his business school students.

He also has work experience at hedge fund giant Citadel, consulting firm Accenture & several firms that he has started, including an investment firm that had a venture capital investment in Facebook several years before the Facebook IPO.

He is a frequent lecturer at several Bay Area business schools including Berkeley, Stanford, The Hult International School of Business and San Francisco State University. Chris also has an undergraduate degree with a major in Management Information Systems and International Business from McGill University where he is a McGill University Dobson Fellow (awarded for his work mentoring McGill students with venture capital start up business models).

### **CHRIS HAROUN's goals are:**

**1: ACCESS:** To help make education accessible and affordable to every person in every country (and without firewalls) by investing in disruptive edtech companies through his company (Haroun Education Ventures).

**2: GIVE:** If you work for a charity, Chris is more than happy to give you all of his online business and self development courses for free to every employee at every charity in the world; simply send him an email at [chris@harounventures.com](mailto:chris@harounventures.com) and he will send you coupons for all of his courses at 100% off.

**3: EDUTAINMENT:** His passion is to "make business education impactful and entertaining with no boring theory; edutainment works!"

**CHRIS** is very passionate about education, education related charities and edtech start-ups/companies as he believes that all problems in the world can be solved via education. He lives in Hillsborough, California with his wife Christine and 3 sons who are also passionate about baseball...especially the Toronto Blue Jays! :)