

NOTES FROM: *Never Eat Alone*, by Keith Ferrazzi

SUMMARY: No one is self-made anymore, if they ever were at all. Total self-reliance doesn't exist either, which is actually *great* news for all of us, *because we rise or fall together*.

Connection and relationship are the law of the universe, and this book will help you put that law into action to build a powerful network that will help you realize your greatest ambitions.

In order to achieve what's possible for you in life and business, you need a strong, healthy network full of other altruistic individuals who *want* to see you succeed, and...more good news...it's never been easier - and more necessary - to do that as it is today.

Keith Ferrazzi became the Chief Marketing Officer at Deloitte & Touche Consulting, the youngest-ever CMO at Starwood Hotel & Resorts, then the CEO of Yaya Media, before starting his own company. He's built up a personal network of more than *10,000+ people* that he can rely on to take his calls, and whom *he* can assist in helping to get what *they* want in life.

***Never Eat Alone* is one of the greatest networking books ever written - a certified *classic* - but it's not *literally* all about who you have dinner with. Not completely. *It's so much more than that*, and Keith uses both his own story and the stories of influential power connectors like Katherine Graham, Bill Clinton, and Dale Carnegie to illustrate his best tactics for gaining influence by being *valuable to others* and cultivating your network.**

It's about becoming valuable to the people you're connected to and being a *resource* for them, someone your whole network can rely on to help them get things done. It's about winning *yourself*, while making sure that, at the same time, *your friends are winning too*.

Now is the most exciting time to be alive in the history of the planet, and more opportunities exist today to both get everything you ever wanted and to help other people do the same.

***Goodwill isn't finite*, and Ferrazzi demonstrates the truth of this statement throughout the entire book. As we assist others and accept their assistance in turn, we expand our total possibilities and begin to access our full potential - *together*.**

“Today’s most valuable currency is social capital, defined as the information, expertise, trust, and total value that exist in the relationships you have and social networks to which you belong.”

“Your network is your destiny.”

Margaret Wheatley: “Relationships are all there is. Everything in the universe only exists because it is in relationship to everything else. Nothing exists in isolation. We have to stop pretending we are individuals that can go it alone.”

“I learned that *real* networking was about finding ways to make *other* people more successful. It was about working hard to *give* more than you get.”

George Burton Adams: “There is no such thing as a ‘self-made’ man. We are made up of thousands of others. Everyone who has ever done a kind deed for us, or spoken one word of encouragement to us, has entered into the make-up of our character and of our thoughts, as well as our success.”

“Until you become as willing to ask for help as you are to give it, however, you are only working half the equation. That’s what I mean by connecting. It’s a constant process of giving and receiving – of asking for and offering help. By putting people in contact with one another, by giving your time and expertise and sharing them freely, the pie gets bigger for everyone.”

“The business world is a fluid, competitive landscape; yesterday’s assistant is today’s influence peddler. Many of the young men and women who used to answer my phones now thankfully take my calls. Remember, it’s easier to get ahead in the world when those below you are happy to help you get ahead, rather than hoping for your downfall.”

“No one becomes an astronaut by accident.”

“There are hidden opportunities waiting to be accessed in everyone if you just tell them what you want.”

“View your relationships like a garden full of plants and flowers that you have to water in order to maintain them and help them to grow.”

“Ultimately, everyone has to ask himself or herself how they’re going to fail. We all do, you know, so let’s get that out of the way. The choice isn’t between success and failure; it’s between choosing risk and striving for greatness, or risking nothing and being certain of mediocrity.”

“In today’s world, mean guys finish last.”

“In building a network, remember: Above all, never, ever disappear.”

“The more new connections you establish, the more opportunities you’ll have to make even more new connections.”

“The follow up I remember best is the one I got first.”

“Never forget the person who brought you to the dance.”

“People are wowed by social decisiveness when it’s offered with compassion and warmth.”

“Connecting is a philosophy of life, a worldview. Its guiding principle is that people, all people, every person you meet, is an opportunity to help and be helped.”

“The only way to get people to do anything is to recognize their importance and thereby make them feel important. Every person’s deepest lifelong desire is to be significant and to be recognized. What better way is there to show appreciation and to lavish praise on others than to take an interest in who they are and what their mission is?”

Emerson: “Every man I meet is my superior in some way. In that, I learn of him.”

“Real power comes from being indispensable.”

“To paraphrase Dale Carnegie: ‘You can be more successful in two months by becoming really interested in other people’s success than you can in two years trying to get other people interested in your own success.’”

William Taylor: “What you see shapes how you change.”

“You are 100 percent responsible for anything that has your name on it.”

“Reporters continually ask, ‘But why is it important *now*?’ If you can’t answer that sufficiently, your article will wait.”

“To teach is to learn again.”

“Learn in your twenties and earn in your thirties.”

“The achievement of some goals can feel as disappointing as failure.”

“The pursuit of achievement could be, I realized, so much fun and so inspiring when you knew what was worthy of achieving.”