

## Keith Ferrazzi Tips 227 & 228

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Tip 227 - How to Build It Before You Need It, Every Day

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“Build it before you need it.”

That was one of the most important operating principles in *Never Eat Alone* – the idea that building your network and deepening relationships shouldn’t – in fact, CAN’T – be a machine that you fire up when you suddenly need a new job. Putting time and energy into relationship building should be a lifestyle constant.

The question is how to do that, on a typical day when the alarm clock rings and you’re off to a running start in a race that ends when your head hits the pillow?

Here’s my solution: *Ritualize* relationship building. Create a system of simple activities that you carry out over time as habits – and that become as essential and basic to your being as your morning cup of coffee.

**Here are five ideas to inspire your own personal “Relationship Rituals” checklist:?**

1. First thing every day after you turn on your computer, ping one friend and one acquaintance.
2. Every weekend, invite someone else into an activity that you normally do alone (walks, gym sessions, gardening, shopping trips).
3. Pick a day for a weekly check-in with a colleague/associate/friend, during which you share a success, a challenge, and make a commitment for the upcoming week.
4. Every Friday, send a broadcast – status update, blog post, Tweet, etc.
5. Host a monthly dinner or happy hour.

Ultimately, everyone’s list of rituals will be unique, customized to your specific network, goals, and lifestyle. The important thing is that every week, hell or highwater, you’re acting on them.

Now tell me: **What’s your best relationship ritual, that you’re either practicing now or want to start?**

Everyone head to [the blog](#) and share something! Then we’ll have a great bank to choose from.

Warmest,  
Keith

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RMA is re-launching in November! Save your spot [here](#).

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## Tip 228 - Four Simple Prep Steps to Make Every Meeting a Win-Win

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Here's a great framework to prepare yourself for a meeting, courtesy of [RMA](#) Coach Cindy Cornell's awesome master class.

As you prep for a meeting, answer the questions below – in writing:

**1. What do I want the other person to know?**

*Make sure you're offering a clear, concise picture, with all the details needed to understand your idea/product/service.*

**2. What do I want them to believe?**

*What are the benefits? Have you done enough research to know what their problems are, and to deliver your solution in their language?*

For Cindy's other two steps and to share your best meeting prep tips, hit [the blog](#).

Warmest,  
Keith

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