

The 5/10/15 Plan

| 5 meetings/encounters (daily) | What's in it for <i>them</i> ? | 15 phone calls (daily) | What's in it for <i>them</i> ? |
|-----------------------------------|--------------------------------|------------------------|--------------------------------|
| 1. | | 1. | |
| 2. | | 2. | |
| 3. | | 3. | |
| 4. | | 4. | |
| 5. | | 5. | |
| 10 correspondences (daily) | | 6. | |
| 1. | | 7. | |
| 2. | | 8. | |
| 3. | | 9. | |
| 4. | | 10. | |
| 5. | | 11. | |
| 6. | | 12. | |
| 7. | | 13. | |
| 8. | | 14. | |
| 9. | | 15. | |
| 10. | | | |

List the 5 people that are your best connections:

| | Who are they? | How have they helped you? | How have you helped them? |
|----|---------------|---------------------------|---------------------------|
| 1. | | | |
| 2. | | | |
| 3. | | | |
| 4. | | | |
| 5. | | | |

List the 5 people that you want to meet (not celebrities)

| | Who are they? | Who can help you meet them? | Value Proposition? |
|----|---------------|-----------------------------|--------------------|
| 1. | | | |
| 2. | | | |
| 3. | | | |
| 4. | | | |
| 5. | | | |

Locating Your Networks

1. Friends

2. Family

3. Neighbors

4. Former Co-Workers/Supervisors

5. Corporate Executives

6. Alumni Associations

7. Education Associations

8. Professional/Trade Associations

9. Professionals (lawyers, accountants, bankers, doctors, etc.)

10. Business Owners (dry cleaners, store/club owners, hair stylist)

11. Religious Organizations

12. Personal/Support Groups

13. Community Groups

14. Volunteer Groups

15. Sports/Activity Groups

16. Kids' Sports

17. Internet/Social Networking

15 Rules to Break

1. Don't talk to strangers
2. Mind your own business
3. Wait your turn (no act, nimble/quick)
4. Play fair (ethics vs. meekness)
5. Don't speak unless spoken to (reach out – waiter, parking lot, etc.)
6. Don't toot your own horn (special talents = tell others)
7. Don't bother people (interact = add value)
8. Play by the rules (what rules, whose rules)
9. Don't stand out
10. Stick with one thing (adult A.D.D.)
11. Avoid rejection
12. Don't be pushy (Costas example)
13. Don't ask for favors (3,000 miles, 300 seconds)
14. Important people don't have time for you
15. Follow the proper channels (process/protocol = B.S.)

The Sweeney 22 to learn more about a person

1. Birth date and location

2. Parents' names and occupations

3. Number of siblings

4. Names, sex, and order of siblings

5. Any nicknames of siblings

6. Memorable childhood experience

7. High school attended

8. Extracurricular activities in high school

9. College attended/graduate degrees/majors

10. Extracurricular activities in college/grad school

11. Career timeline

12. Marital status

13. Kids' names and ages

14. Spouse's name and occupation

15. Spouse/kids' hobbies/passions

16. His or her hobbies/passions

17. Most memorable adulthood experience

18. Favorite drink

19. Favorite food

20. Life's philosophy/mantra

21. Greatest life-changing moment

22. Any other unique information
