

THE JORDAN HARBINGER SHOW

Worksheet for Nathan Latka | How to Be a Capitalist Without Any Capital (Episode 169)

Over the course of his life, Nathan Latka has started and sold a number of businesses, he runs a VC firm, he hosts [Latka's Money](#) on Facebook Live — which just got a television deal — he also hosts [The Top Entrepreneurs Podcast](#), and he's just written a book: [How to Be a Capitalist Without Any Capital: The Four Rules You Must Break To Get Rich](#). Nathan is only 29 years old.

On this episode, Nathan shares many of the secrets to his uncanny powers of persuasion that go well beyond simple negotiation; you'll come away with actionable steps and a process to gain agreement and leverage your resources (and the resources of others) to make incredible things happen. He's not disclosing how he keeps the energy going to do all these things, but we'll just chalk it up to youthful enthusiasm. Kids these days, eh?

THE JORDAN HARBINGER SHOW

Big Ask Confidence

When Nathan was in talks with potential buyers interested in acquiring his company Heyo, most initial offers were lower than he was hoping for. So he would close his reply to these offers with: "I have two responsibilities: keep my customers and investors happy. In terms of you making my customers happy, if I sell to you, I know you'd do a great job. But from a financial perspective, this offer's just too low. Is this your best offer?"

"They'd read that and go, 'Wait. Does that mean he's going to decline? Is he selling to our competitor?' They wonder. They make their own assumption. The trick is, how do you set up these questions where you allow the receiver to fill in the blank with what they want? Because what happened from this was four of them wrote back and doubled their offer!"

You might not be selling a company, but this principle can be applied creatively to any ask you might have during a negotiation. Think back to a time you were afraid to make a big ask and jot down how you might have adapted Nathan's strategy to get the other person to come to their own conclusions in your favor.

THE JORDAN HARBINGER SHOW

Throw a Can't Miss Party without Connections or Cash

Nathan and I met a few years ago at a dinner party he was throwing in an amazing penthouse looking over a marina in San Francisco. At the time I assumed he was some rich trust fund kid and this just was one of his many homes, but the space was actually just an Airbnb rental. While the going rate was well above what he could afford at the time, Nathan did what Nathan does and talked the owner down.

While the owner was initially inflexible on the terms, Nathan explained it would be for a few mastermind dinners over the weekend at which a number of influential CEOs had been invited to attend. For a discounted rate, Nathan would invite the owner to the dinners as well. In the meantime, Nathan was able to use pictures of the penthouse in the invitations he sent to prospective guests to give it an official flair.

"I used two things I didn't own: the connections to the CEOs I was inviting, and a penthouse I did not own," says Nathan. He just figured out how to bump them into each other and create an event where people had the impression I had: that this young but wealthy and obviously important guy was throwing a party other wealthy and important people wouldn't want to miss.

THE JORDAN HARBINGER SHOW

"You might go, 'Well, Nathan. I can't do that. I don't know CEOs to invite.' So what you do is you make your top 10 list -- people who impress the hell out of you -- and email it to everyone and say, 'Hey, this is the Invited and Confirmed list.' Maybe only one is confirmed, who is your best friend, but all the others are just big names you've invited. That's why it's Invited and Confirmed. Other people see it and actually start confirming, or they see the penthouse and actually start confirming, and before you know it you've put a great mastermind on."

You might not want to set the stage for a mastermind, but maybe you want to throw an unforgettable birthday party for your significant other or get your favorite author to come to your book club's annual soiree. Consider how you might adapt Nathan's tactics to suit your own needs.



THE JORDAN HARBINGER SHOW

Get Anyone to Agree with You

Here's a short exercise in four steps that should help you understand how to get anyone to agree with you.

What conflict are you battling right now in which you'd love the other person to agree with you?

What do *they* want? What do *you* want? Make two columns below and see how they pair up.

THE JORDAN HARBINGER SHOW

Are they so dug in to their point that they will irrationally hold on to their view to protect their ego? Write *yes* or *no* below followed by the reasoning.

Someone else selling your point of view is better than you selling it yourself. Find third-party opinions that boost your side of an argument and share them with this person.

What industry leaders, friends, or influencers agree with you?

THE JORDAN HARBINGER SHOW

Hotel Media Rate

When you're going out of town and want to stay in a nice hotel, ask for the media rate. This is the rate given to media personalities who review or otherwise publicize hotels in their given channel of communication. You may only get the first night at this heavily discounted rate, but it's worth a try. It also helps if you can call as your "agent" or representative.

When Nathan first tried this, he didn't want to hire someone for this role, so he adopted his middle name of Wayne for the purpose.

"I'd call up the Jeffrey in L.A. and say, 'Hey, my name is Wayne; I'm representing a talent named Nathan Latka. He has his own podcast, and he's looking to come these days. He's looking to stay at The London or the Jeffrey. What's your media rate? I'll report back to Nathan and see which one he picks.' So you make them compete, you get the media rate, you drive it down."

When they would quote the rate as being applicable to just the first night, "Wayne" would say: "Well, Nathan doesn't really want to do one night. He gets angry really easily and doesn't like shifting hotels. If he leaves a TripAdvisor review, could you throw in two other nights? Or if he does two posts instead of one, can you throw in another two nights?"

Try it and tell Nathan ([@NathanLatka](#)) and me ([@JordanHarbinger](#)) how it goes!

Full show notes and resources for this episode [can be found here](#).

THE JORDAN HARBINGER SHOW

About



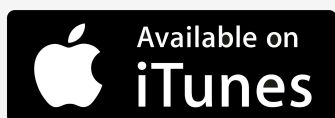
Join us as we get deep into the untapped wisdom of the world's top performers -- from legendary creators to intelligence operatives, iconoclastic writers to visionary change-makers.

We deconstruct the playbooks of the most successful people on earth -- and learn new strategies, perspectives, and insights you can't find anywhere else. Then, take these valuable insights into your own life and live what you listen.

THE JORDAN HARBINGER SHOW

support@jordanharbinger.com

THE JORDAN HARBINGER SHOW



Share This With
Your Friends!



Share This