

THE JORDAN HARBINGER SHOW

Worksheet for Zvi Band | Success Is in Your Sphere (Episode 180)

You already know that relationships are your most important asset — but what do you do about it? It's possible to implement a specific strategy around your relationships that can make them deeper, more productive, and ultimately more beneficial, and [today's guest](#) is going to help us do just that.

Zvi Band is the author of the upcoming [*Success Is in Your Sphere: Leverage the Power of Relationships to Achieve Your Business Goals*](#) and the founder and CEO of [*Contactually*](#), a relationship-centric CRM that we've been using for years to maintain hundreds of important relationships — which helped us rebuild the business from zero starting last year in 2018.

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Increasing Luck Surface Area

When anyone's estimation of an unfair number of calamities befell Zvi, he truly came to understand his network's power to increase what he calls *luck surface area* — the chances he had to get lucky when things weren't going his way.

"I was definitely lucky to — for example — get connected to someone who, the day before, had just closed on a round of funding and needed a CTO to fill in for them," says Zvi. "That was a lucky moment, but there's a lot of work that went into that luck."

Are you nurturing or neglecting your luck surface area? Make a list of the 10 or 15 people whose advice you would seek if you got laid off today, and reach out to them now while you don't need anything.

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Develop Your North Star

“I got this career advice early on: a business is made not as much by people you work with, but by the people you don’t work with,” says Zvi. “So you want to make sure you’re maintaining those relationships with the people who are most interesting and exciting for you.

“That opens you up to having a bit more of an authentic relationship. We’re not necessarily fishing for jobs every time we’re reaching out. What we’re doing is we’re making sure we maintain a relationship because we like them; we care about them and we believe that we can provide value to them. So at some point, when they’re ready for something we provide, they’ll think of us.”

Most people are assumptive around their goals and the people with whom they “should” network, but often run astray. Answer these questions: What do you want to achieve in your career right now, or in your current job? How will you measure this? Who are the types of people who can help deliver these kinds of results? Where will you find these people?

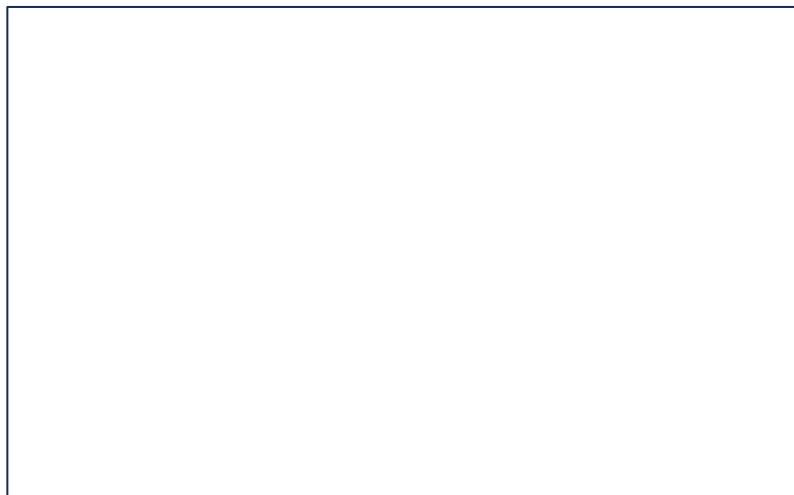
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Block Off Time

We know time blocking is an oft-repeated tactic strongly advocated by any habit or productivity proponent, but there's a reason: it works! What you do in that time is largely up to you and what suits your needs, as long as you are proactively focusing on the important relationships — not the squeaky wheels, or whoever happens to be at the top of your inbox, or the active deal you're working on right now.

My recipe for re-engagement is as follows — block to your own taste:

- I block off 60 minutes per week for **Contactually**.
- I block off time daily for re-engagement texts.
- I block off time to email a couple of hours per week in the mornings while my brain warms up.



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Prioritization over Organization

It's 2019. If you're serious about cultivating and maintaining a network, you need a database. Even if it's an Excel spreadsheet or a stack of business cards on your desk, you need to have some very clear way of tracking and prioritizing the relationships that are important to you. The hard work is really figuring out who you should spend more time with — regardless of their “importance.”

“We have to think about the goals that we're trying to achieve and who the people are who fit those goals. Now some people may wash out; if you have a past client who you can tell was treating you as a transaction, maybe that's the person you choose not to work with, so they get filtered out of your database — out of your mind and out of your list.”

By prioritizing relationships rather than just organizing them, we're able to balance our needs with the needs of others and offer help when it's needed rather than creating relationships that are purely transactional — and inauthentic — in nature.

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If you don't have a database for prioritizing and organizing your relationships yet, you can at least get started right now by using [Google Sheets](#) (it's free). But of course Zvi and I are going to recommend graduating to [Contactually](#) not just because it's Zvi's company, but because I've been using it for years and it works. The reminders it sends and the emails it tracks make it worth well worth the cost.

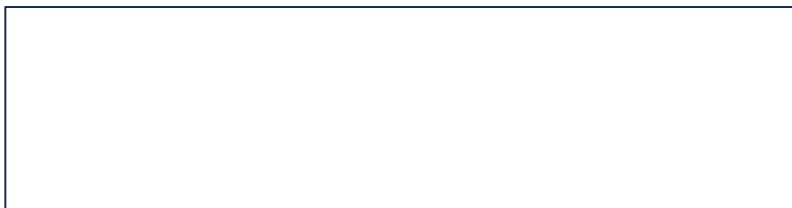


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A Noteworthy Excuse

"One of the most valuable tactics you can pick up is the ability to capture any and all intelligence around the people with whom you've built relationships. We're talking minor things like their kids and weekend plans to big deals like challenges they face in their business and what's exciting them about the coming year. But the biggest obstacle to the collection of this information is that we always assume our memory is better than it actually is.

So the next time you're mingling at an event, excuse yourself when there's a lull in the conversation and retire to somewhere private to take notes about what came up in that conversation — regardless of how insignificant it may be. Sure, your colleagues might think you've got a small bladder, but you're capturing as much information as possible before you forget it. Adding these notes to your database later on gives you gold that you can leverage.



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

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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.

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