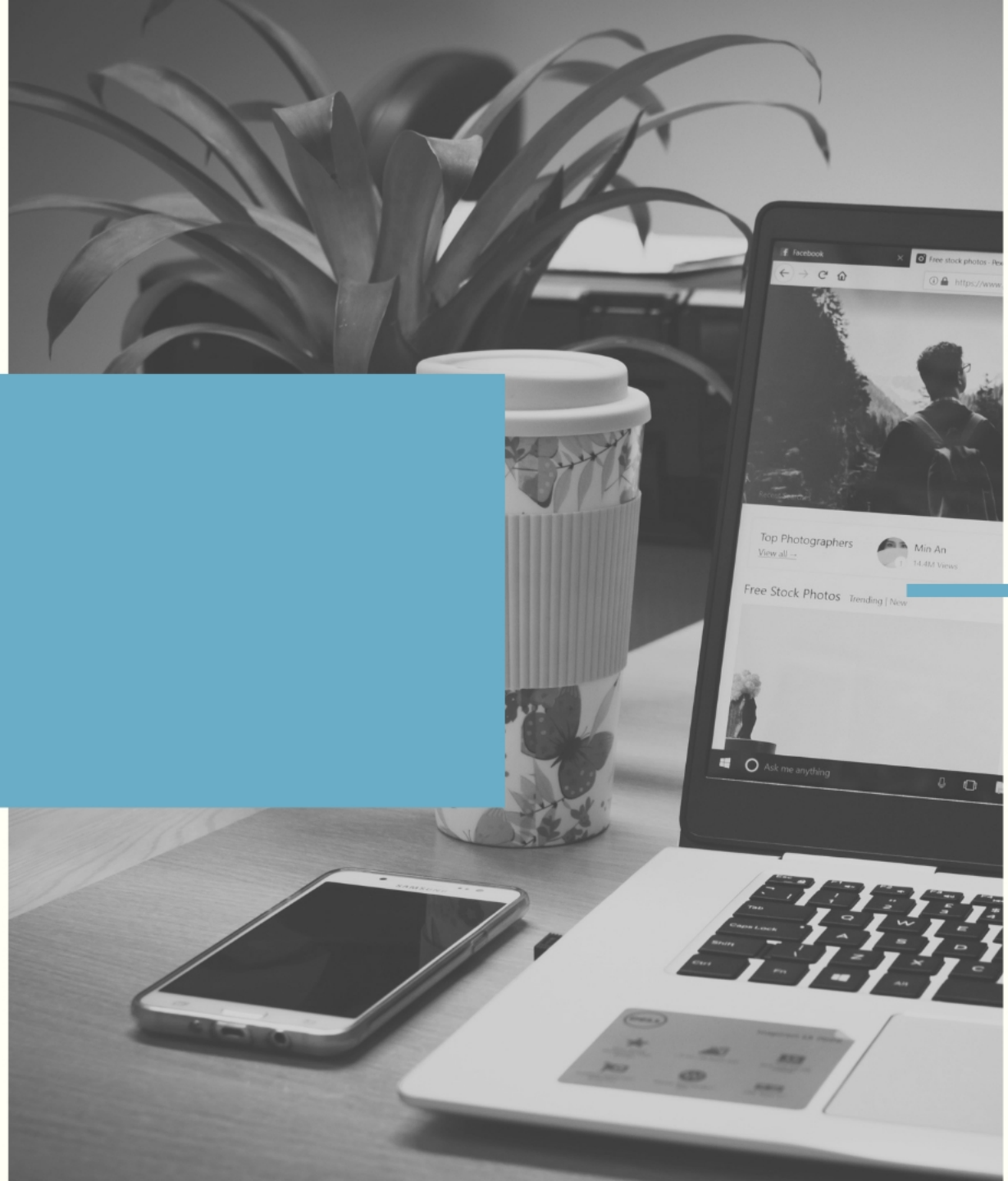


OPTIMAL LIVING

The Art of Networking

Presented Larry North



Learn to make others feel like the most important person in the room




*show admiration
and appreciation*



listen intently



be nonjudgmental



**RESPOND QUICKLY
TO ALL FORMS OF
COMMUNICATION**

open every piece of mail



**...AND BE EVEN
QUICKER AT
FOLLOW THROUGH**

return every call



Don't let too much time
pass — reach out to the
people you care about



Larry North | Optimal Living

Energy givers vs Energy suckers

Assess

What does each type of person look and sound like?

Avoid

Negative people and negative conversations

Don't

Gossip

Everyone
you need
to know...
...you
know
already



Family



Co-workers



Friends

**HELPING OTHERS
BECOME
SUCCESSFUL...**



**PUSHES YOUR
OWN SUCCESS
UPWARD**

- Pay attention to the details of other people's lives
- Help others connect by sharing your network with them



HELP PEOPLE

WITHOUT ULTERIOR MOTIVES

The law of
reciprocity
is a powerful
law!

**What is the second
most powerful law in
the universe?**

Be kind to everyone

- most people who cannot be nice to everyone...probably just aren't nice
- never discriminate by age, gender or anything

Valet



Server



Bartender




Stranger



Ask for favors

- Helping people should never be a one way street
- Loyalty is a two way street

A grayscale photograph of a hand dropping a coin into a piggy bank. The piggy bank is white with a smiling face and a dark patch on its head. The hand is positioned above the coin slot, and the coin is falling into it. The background is a solid blue color.

Invest in the
favor bank