

How to Build a World-Class Network in Record Time with Jared Kleinert

SPEAKERS

Jared Kleinert, Lara Schmoisman

Lara Schmoisman

This is coffee number five. I'm your host, Lara Schmoisman. Welcome back to coffee number five. You know what I think about networking. Everyone knows that I think that it's here to stay. And it is simple, great way to connect with people, people who have similar interests as you could potentially become new workmates, clients, partners, who knows what I truly believe in networking. And I believe that networking needs to be a lifestyle. But are those who really know more than me about networking, and today's guest definitely, that is an expert, Jared clay. nert isn't that speaker, our winner, author and USA Today most connected millennial. He's also the founder of meeting of the minds, which is a high end mastermind group for visionary entrepreneurs, CEOs, and business owners. Hi, Jared, thank you for being here with me.

Jared Kleinert

Of course, thanks for having me.

Lara Schmoisman

And you are certainly one of those people who understand other people. And because you're a people connector, and so to connect people, you've really to understand them. And I mean, I love that every time that you do a match, or that you connect someone to another, you already know, what is going to make them connect, or how they're gonna click is that not something natural is something that you learn what is it?

Jared Kleinert

definitely a skill that you learn. And, you know, I've been fortunate enough to learn networking and relationship building skill sets under some of the foremost experts in the world, at a marketing consulting business, before I started meeting of the minds, and my first ever client was Keith barozzi, who wrote the book never eat alone. He's sort of the expert on networking and relationship building, at least of the 2000s. And then the 2010s, I worked for a gentleman who was called the most connected man you don't know, in Silicon Valley, according to Forbes. And so, you know, I have learned, you know, in the last decade or so, how to build my own network, how to establish deep meaningful relationships with others. And then as I've done that, for myself, I've built communities where other

people in my network can meet each other. And definitely trial and error, you're attempting things all the time in terms of email templates that I use in terms of technologies, all the tools and tactics change. But at the end of the day, it's about sort of being a high integrity, you know, good person, trying to provide value upfront as much as possible. And then I like to focus on connecting with super connectors as much as possible. So not that I'm dismissing anyone I see at the coffee shop, or some meeting at a conference. But if I'm really focusing on where I'm investing my time and energy, to the best of my ability, I'm putting that energy towards people in my network, who are super connectors, they're well established in their fields, while connecting their communities. And naturally, those people have a lot to offer as well. And so it creates community where there's win win win interactions, and everyone, you know, values each other respects each other, and good things happen.

Lara Schmoisman

Yeah, I mean, there's so much to say about the networking. And there are so many conversations about networking, like they are in main cities. Networking is like a popular world. People try to go to events as we always say that you go to an event, right, and there are so many meetup meetups and but you need to know how to choose the right one for you. You need to choose your niche, you need to choose where you belong. Because otherwise, you're going to be a fish out of the water. And you're going to be wasting your time you're not going to make any relevant connections. So what are the things that you say that you need to get from a networking opportunity? What are your core beliefs that someone needs to get the information or whether you need to, if you're paying for an event, what's your going to be what you get from it?

Jared Kleinert

Yeah, it sounds counterintuitive, but I always recommend connecting with yourself before you worry about connecting with others. And what that means is you have to really take inventory about what is your vision for your life and for your career? What types of relationships are you looking to make in order to bring that vision to life? And also, you know, what are the unique ways that you're going to stand out, you're going to provide value, how can people talk about you and represent you in a way that's going to lead to connections taking place. And so a lot of work that you can do in advance of ever stepping into a room, you know, in person or virtual, before sending a cold email, before asking someone to make a warm introduction on your behalf. There's a whole lot of work that can happen in the connecting with yourself category, which I'm happy to talk more about, in terms of actually getting into those rooms. Once you're sort of aware of who you are what you have to bring to the table, then, to me, it's a matter of finding the right environments to put yourself in.

Lara Schmoisman

I was talking to someone today. And she was telling me, I don't know why I will go to a networking event and say, well, you need to have things that you need, and think you're willing to give. I mean, you need to know, What do you need? What do you expect? I mean, it's not the same if you want to have a show business, that you want to have a food business, you're going to have different needs. So you need to be clear, what are you going if you're going to hang out and go to networking events, go to the girlfriends to get the nails done. Because going to a networking event is an investment of time. And you when you're going to a networking event, you need to be there for it, because it's work.

Jared Kleinert

Yeah, and there's many reasons why you should invest time and money in networking in general. You know, networking is how you're going to get clients, it's how you're going to find business partners, you're your first or second or fifth hire. And it's also how you're gonna meet friends. I mean, I met my wife through the Forbes 30, under 30 communities. So there's no personal benefits that come from that. You know, I also learned from my network. And so even if you're not looking to generate new clients, or find a business partner, or you'll find staff, you need to think about who you're surrounding yourself with, who you're adding on social media, because that becomes how you think, and all the information that you get downloaded into your brain. And so there's so many reasons to be more intentional about networking. It's happening, regardless of whether you pay attention or not just like your personal finances, right? Like you're, you're either setting yourself up for a great retirement or, you know, you're going to retire at some point, and maybe you don't have enough money for retirement. You know, your, your body's going to adapt to the food you eat, and you know, your, the amount of exercise you do or don't do, so you might as well be intentional about it.

Lara Schmoisman

It's about being smart how you do it. And in that with intention, correct. That's so interesting, because there are some events that you go, and they will get some lectures. There are other events that there's so many different ways to network. I mean, I know that you have a new book coming up, and I'm sure that you are going to explain a lot more about networking in the book is coming out this week, right?

Jared Kleinert

Yes. So it's called How to build a world class network in record time.

Lara Schmoisman

Oh, wow. Okay, tell me a little more about it. Now, I need to know more. I pre ordered already. So yeah, I can't I can't wait to get it.

Jared Kleinert

Yeah. And you know, so it's a, I've spent 10 years or so, being an entrepreneur, building my businesses and my career. And like I said, you know, over time, I quickly realized that networking relationship, building those soft skills, were going to be my way forward in my zone of genius. And I was fortunate to learn from mentors, like Keith and like David, who I talked about the most connected man you don't know, in Silicon Valley. And so over time, I built my own templates and my own strategies for connecting with myself, connecting with others, connecting with others at scale, building online communities or having an email newsletter, you know, podcasts like this is a great tool for networking at scale. I have all these superconnector secrets I call them, which are you know....

Lara Schmoisman

Oh, I want those. Would you give us a little tease?

Jared Kleinert

Yeah. Yeah, I mean, even, you know, like certain email templates. Like, I have this email. I send, you know, typically the morning before a meeting with someone new. And I call it the in advance of email.

And so in advance of a new meeting, I basically send an email that has some high level bullet points about me and my backstory and my history, so that I don't have to talk about myself when I'm on a zoom call or when I'm having a Coffee meeting. And something like that. sounds simple enough, but it saves me a lot of time because I don't have to spend five or 10 minutes talking about myself. It saves it or I'm putting my best foot forward when I'm connecting with new people. Because I can tweak that message over time. I can include links, you know, someone can do that.

Lara Schmoisman

I love that email about you. When the first time I went to talk to you, I knew so much about you that I was ready, I knew who I was talking to.

Jared Kleinert

Yeah, and it shows organization, it shows that you're interested in that that connection point because, you know, you're, you're sending something in advance. So that's like just one super connector secret, you know, that I use a lot. You know, there's another, you know, where, you know, the way you send gifts. Throughout the years sort of john, there's a an author, john Rulon that has a whole methodology called gift ology. And so the way you you gifts throughout the year, is meaningful, I use a lot of video messages, whether it's a text message using video or a tool called loom. That's another way to just stand out even how you stack meetings. So go in, I love doing this in person, but you can also do it through zoom. But sometimes I will stack meetings back to back. And I'll purposely put two people that I want to connect in back to back meetings separate meeting at the same coffee shop, I can just sort of introduce them to each other in passing, and then reconnect them via email. Or if it's my zoom, you know, link, I can add someone into the meeting and let them chapter a few minutes, and then connect them afterwards. So there's a little things like that, where it allows you to foster community and allows you to take the social proof that you build over time, perhaps, you know, working with a company like gargoyle, you get all these press features, or you get lots of followers on your podcast, that's all thank you for the shout out. I'm a pro at these interviews. Even even, even how you set up your email signature here, that's a digital stamp, if you will, that goes on every communication that you have.

Lara Schmoisman

I'm huge on that, I know that your email signature needs to be unique.

Jared Kleinert

Yeah, and making sure you have social proof. You know, for me, USA days most connected millennial Ted speaker, award winning author that goes down there. You know, for business owners, I call it passive links. But making sure you have one or two links to your marquee products, or to an upcoming event or to your book, something you don't have to think about. But over time, you know, people are going to click those links. And they're going to spend money with you, or they're going to apply for your program, or to work with you. And so those are just a few of sort of the high level tips. But the book is really supposed to be just very practical, step by step to go from, you know, having zero network and no understanding of yourself to being a super connector, and how to do that.

Lara Schmoisman

Well. I love that. Everything is actionable. Everything you're telling us that is easy enough that it's doable. It's not like I was talking to someone that was telling me I got to this masterminds, and all these people, their ideas, people, they're all coming here. And they tell you, oh, you need to be an influencer. I need to do this. But people say How? How do I do that? I don't know how to do that. Well, that's a reason. One of the reasons I created my programs, but because so people can be actionable. And I found that very hard that people are going and looking in networking many times as miracles, and or the opportunity for collaboration. So for freebies, and that's all to finding a job. And to me, networking needs to be an everyday job everyday work to keep those connections. If you don't go to network when you need something, and you don't go to get things for free.

Jared Kleinert

The best time to build your network is you know, three to five years ago. The second best time is now so

Lara Schmoisman

well. There is always a good time. I mean whenever it's your time. This I can't remember the name of this person. I'll look it up and we'll put it in the chapter notes is this TED Talk is like a three minutes that talk that is why some companies succeed and others don't. There is one thing that they can only find out that will make the difference. And it's timing. Maybe if the timing is not right. They're gonna fail if it's right, if it's at the right time for everything that will be there. It's all about the timing, the connections that you have at the time things happen. I want to know say that for a reason, but you need to put the work on it. So let's go back to the basics about, do you want to start a new business, you want to start an online business, I can do all the recommendations about marketing. But another thing is to give yourself authority. And you get yourself authority of knowing who surrounds you, and who is your first customer? And so what do you give someone who needs to market themselves?

Jared Kleinert

Yeah, so, you know, first I would create a relationship action plan. You know, and there's, there's templates in the book and whatnot. But very simply, it's having goals for the types of people you're looking to meet. And so if you're looking to develop social proof, you know, getting press, get TEDx, talks, things like that, then you're going to want to identify what types of people you're looking to meet. I say types of people, because a lot of times we get caught up in trying to connect with one individual, like, I want to meet Oprah. But you know, what you really need to Yeah, what you're really saying, hopefully, is I want to meet someone who's a media mogul that has millions of followers and their own magazine. And there might be five or 10 people that fit that type of person. And so we're looking for specific individuals to connect with you, if you're looking to build social proof might be podcast hosts, it might be contributors to media outlets, it may be organizers of TEDx events. So you want to think about what types of people you're looking to meet, then, you know, in terms of actually reaching out to them, you have to think about what's in it for them. Yeah, that's everyone's favorite radio station, WI I FM what's in it for me. And you want to be the person that actually sends a cold email or gets introduced to that person with a game plan, you have something to offer that other person or party as valuable. And so if you're pitching yourself to a contributor for a media outlet, for example, perhaps you can give them three to five sample headlines. Maybe you can go a step further and actually write an article for them and give them permission to copy and paste a word for word or no change whatever they want. And

you're saving them time, you're potentially giving them something that will get them lots of clicks. You're putting yourself in their shoes of why should they work with you? And how are you making their life easier. Same with a TEDx San with a TEDx organizer, you I tell friends and clients to look for TEDx events that are taking place three to six months from now. Because those are the events where the organizers are probably sweating really hard, and makes sure that they have the right speakers. And so if you're doing your research and looking at any other confirmed speakers, or you're just emailing the organizer, even if it's a cold email and saying, Hey, I'm a proven speaker, you know, here's samples of me talking, here's what I want to talk about, here's how it relates to your audience, here's how, you know, I'm willing to promote the talk, once it goes live, you're showing them all the different ways that you can provide value, and you're much more likely to get that opportunity. And so, you know, think about, you know what types of people you're looking to go after, if you don't have access to them, you can send a cold email and make it very, very much about what you can offer them if you can find mutual connections. And that's always the best route to go and actually ask your LinkedIn connections.

Lara Schmoisman

I'm so glad that you just mentioned LinkedIn, because that was my next question. I was going to LinkedIn. That's our first networking place that we all go. And we're all there. But there are those that are LinkedIn. And I want to talk to you about this from as a marketer as a connector. Because LinkedIn is a place that we can market ourselves, but also that we can connect ourselves with others. I feel like there are a lot of people said they don't understand the difference between Facebook and LinkedIn, or Instagram on LinkedIn. So if you want to get connections in LinkedIn, what kind of profile that you will put out there?

Jared Kleinert

Yeah, I'll be honest, I am not like the foremost LinkedIn expert. But for me, you know, it's leveraging the social proof that you have. And so like I'm pulling up my profile right now, just to give you the back end for me and stuff today. It's mostly for for the top. You know, there's there's sort of an image headline at the top, I actually made a custom image header that shows the social proof that I have, and has my contact info. So it says, you know, award winning author Ted speaker entrepreneur has logos for like Ted and PR time Harvard Business Review, as it has my email. So that's something I don't see a lot of people doing. But that's great real estate at the top of your profile. Next, you know, you can look at your headline and make sure that it has the best, you know, one liner about you, and maybe also a call to action. So for me, it's USA, today's most millennial and founder meeting of the minds, and then visit mo tm codes learn more. So I'm like telling people in the headline, you know, go check this out, if you want to learn more. And then the rest of my profile is just showcasing all the social proof I have. I brag about myself, I brag about my clients, I brag about my co founder of my co author, my first book, and then there's a featured section,

Lara Schmoisman

It's a bragging platform for you...I'm just kidding

Jared Kleinert

Well, not a bragging platform, it's, it's leveraging your social proof. So if you work really hard to get featured in media, to, you know, build a portfolio, win an award, whatever it is, you should let people know that you have it.

Lara Schmoisman

I'm a firm believer that if you have an evening to show it.

Jared Kleinert

Yeah, so it's also sort of a transfer of trust. When I say social proof, you know, I mean, that your ideal clients or people that you want to connect with, should view these media outlets or these awards as reputable. And they're going to trust and PR, they're going to trust time. And then sort of trust you in the process, because you've been featured in those elements. And that's why it's going to be a little different from every for everyone. from a marketing standpoint, you're going to want to think about your ideal clients, and what media outlets awards and associations they care about, you're gonna also have to think about what is actually going to lower your reputation. So for me, if I see an Amazon best selling author, you know, I know how easy it is to get on Amazon bestsellers list, so I actually would sort of take points off of some wine if they put Amazon best selling author, but maybe I'm just salty about that. That, you know, instead I put award winning author, it's it's slightly harder to win awards than it is that like, ranked on the top of an Amazon sub category for now. You know, I

Lara Schmoisman

it's so funny, I mentioned that because I've been going back and forth about my little tagline or explanation. I was changing it put it I was like our winning and say, Now everyone can be award winning Grammy Award winner, whatever. So I removed our winning. So it's always like a secret, because also you have so many characters. And it's your first impression.

Jared Kleinert

Yeah. Now the good news is there's a lot of different ways to build social proof and and display that social proof. Yeah, if we were talking 10 or 20 years ago, there might only be a few media outlets that are reputable, there might be more emphasis on where you went to school, or maybe companies that you used to work for, and seeing like nice, you know, corporate logos in your resume. But now, you know, the world is changing, then, you know, being on the Joe Rogan experience is more social proof than going to college for a lot of entrepreneurs. Or like I said, if you get a traditionally published book deal, 510 years ago, that meant a lot more than it does now. Now, it's more about the podcasts you're on if you're featured by, you know, Tim Ferriss or some other big blogs. To me, it's just about selling books and getting my ideal clients to read the book and get value from it.

Lara Schmoisman

It's about authority at the end of the day,

Jared Kleinert

yeah and it will be built in a lot of different ways. And so you have more options than ever before.

Lara Schmoisman

Okay, Jared, before we go, I have to ask you one question.

Jared Kleinert

Sure.

Lara Schmoisman

Who is that person that you would like to be connected to, and you haven't yet?

Jared Kleinert

Oh, wow. Maybe like, you know, LeBron James, or, or Stacey Abrams would be really interesting to talk to you right now. I live in Atlanta, Georgia. And so you're we're recording this late December and off, you know, in about a week, we have our run off state elections for the two Senate seats. So it'll be interesting to see how it went. My guess my hope is that those seats both go democratic, even though I'm more of an independent person myself. But, you know, if it does go blue, then it's largely because of Stacey Abrams and her organized organizing efforts to get out the vote and just, you know, build community. And so she's, if you haven't heard about Stacey Abrams, and she's a big political figure in Georgia, ran for governor unsuccessfully A few years ago, but then helped sort of flip the state blue for the first time in 20 something years for the general election and then has a role no big role in the Senate, run off seats so strictly from like a organizing, you know, getting people to take action standpoint, I think she's done a phenomenal job. And so it'd be very interesting conversation with her.

Lara Schmoisman

That's awesome. Thank you so much for being here. I really enjoyed our conversation.

Jared Kleinert

Yeah, thanks for having me. I appreciate it.

Lara Schmoisman

It was so good to have you here today. See you next time. catch you on the flip side. Chao, chao.