

Name _____ Date _____

The Magic Rapport Formula Checklist

Nine ways to become the very best networker, connector, and rapport-builder.

1	Focus on how you will help them or reduce their suffering.	<input type="radio"/>
2	Invest time, money, and energy on relationships.	<input type="radio"/>
3	Be the type of person they would always answer the phone for.	<input type="radio"/>
4	Be useful, grateful, and valuable.	<input type="radio"/>
5	Treat others as you would love to be treated.	<input type="radio"/>
6	Avoid formalities, be fun and memorable, not boring.	<input type="radio"/>
7	Appreciate people.	<input type="radio"/>
8	Give value on the spot.	<input type="radio"/>
9	Get as close to in-person as you can.	<input type="radio"/>



Action Steps

1. The most important 3 letter word is **ASK**. Asking is curiosity of possibility. Ask where they are at. Ask where they have pain or dysfunction to help bond. Ask where you can help reduce suffering. Be curious and use humor to bond.
2. Spend time, money and energy if a relationship is worth it. Buy your best clients something important to them which could include buying tangibles or intangibles that equate to access and status. Focus on multipliers.
3. Provide value first. Be an energy charger rather than an energy drainer. Ask 10 friends what qualities about you make them want to answer your calls and what turns people off.
4. Ask yourself : "How can I be useful to someone?" "What one thing can I be grateful for today?" Build confidence by being useful, grateful and valuable to people. Think of something you can do to be useful, grateful and valuable to one person in your Genius Network.
5. Be memorable and WOW people in all areas of life. Be empathetic and imagine selling to someone you care about (Mom). *"Long term success is built on credibility and on establishing enduring relationships with quality people based on mutually earned trust. Cut all ties with dishonest, negative or lazy people, and associate with people who share your values."* ~ Dave Kekich
6. Lighten up. Be human and make jokes- corporate stuff sucks. Laughter in conversation can gauge the value of the relationship. Make others feel good- laughter is valuable.
7. People are doing the best they can with the resources they have. Appreciate people doing good things in the world and working to provide services, business, energy, time and great advances. Celebrate achievements . Acknowledge people and they will blossom. Be a fountain not a drain.
8. Create education based help with YOUR expertise that people can then give away to others . Connect one person a week to someone else who can solve their problem or help reach their opportunity. Give people elegant ideas and help them make better decisions.
9. Get as close to personal as possible with personalized audios, videos, text messages, etc. If they're important **CONNECT** with them. It's a more positive and memorable experience when its personal. Facilitate group discussions or meetups to allow people to exchange ideas, address challenges and create new opportunities.