

Big Game Hunting by Christopher Kai

This book is for those that are looking to meet high-end friends, mentors, and financiers. It starts with profiling those you may want to meet by their net worth, industry, competencies, location, and age. Then it's best to research those that fit the profile and see how you can contact them through social media, and email before meeting them at exclusive in-person events.

You want to be specific about why you want to meet them. Don't be offended if you contact a Big Gamer and they do not respond. Most are extremely busy and cannot be expected to respond or even remember everyone they've met. However, you should expect to get rejected hundreds or thousands of times. Don't take it personally and know when to move on.

Initial Contact Example:

"Hi Gary, I just moved to the Westside from the Pasadena area. I am originally from NYC. I saw that you are involved with the YPO Malibu chapter. As a sales and marketing consultant (one of my niche services is writing books for executives), I do not meet the YPO requirements yet, but I wanted to see if I could be invited as a guest to one of your YPO events, or perhaps we can meet for coffee. I'd like to connect more with ambitious, intelligent and service-oriented people to build a team to live our dreams. Thanks, Chris"

The events where you can meet a "Big Gamer" include Live Talks LA, the World Economic Forum (Davos, Switzerland), TED conferences (Vancouver, BC), Milken Global Institute Conference (Los Angeles, CA), Clinton Global Initiative Annual Meeting (NYC), and charity events which can often be found at LooktotheStars.org. You can gain access to otherwise closed events by volunteering or obtaining a press pass at times. However, you can also mingle among the lobbies of nearby upper scale hotel bars and eateries at strategic times to meet these people between events.

It may be difficult to walk up and introduce yourself to specific people you want to meet, but just being in their air will help you get comfortable as long as you are dressed the part. Present yourself well with a good smile, proper posture, and decent attire. It can be best to avoid free events which may be overcrowded. You may also want to avoid being drained by excessive talkers with no substance, gossipers and pessimists.

In-Person Example:

"Hi, I'm Chris. How did you hear about this event?"

"Nice meeting you. Enjoy the event"

You may start hyperventilating if you have never met a Fortune 500 CEO, billionaire or celebrity, but this will get easier as you develop relationships with those who you otherwise perceive as out of your league. Get out of your comfort zone by jumping in with a smile and introduction when you are at a networking event. You can always just walk away if you're not received well, but don't have the mindset that you're bothering them. Follow up within a week of meeting the person while that initial momentum exists. Use thank you cards with a personal note and include your contact information.

Follow-up Example:

"Great meeting you today! I have a networking goal where I try to meet with 2 new friends each week. Would you like to grab coffee or lunch this week? It's on me."

Document people you've met and things you've talked about if you think you might forget a later reference. Develop actual relationships by being sociable through coffee, lunch, dinner, small gifts, and phone calls especially on their birthdays, holidays or anniversaries. Try to reach out to those you are interested in at least once per quarter.