



EXECUTIVE SUMMARY

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Highlights

- Trust is the currency of influence (this applies to all relationships); find out who trusts you by taking the quiz at www.WhoTrustsYou.com
- The world is open to those with ideas; a big idea comes as the result of having a lot of little ideas
- Ask the advice of those who went before you and succeeded—find out what they would do differently today; talking to thought leaders shortens your cycle to success
- You can outsource a lot of things but always do your own marketing
- Do not underestimate the power of technology; capture each and every contact name
- Always be building your platform—network with everyone—reach out beyond your business
- Have something remarkable to offer; you can “borrow” trust when you are worthy of word-of-mouth (and also word-of-mouse)
- Your time is more valuable than money because it’s irreplaceable
- Work on your business, not in your business; seek feedback on how you’re doing (customers, peers, industry benchmarks, analytics etc.)
- Success without significance is meaningless; be the behavior you want to see in your children

Top 3 Takeaways

- ALEX:
1. Find 12 thought leaders in your field or area of interest and contact them respectfully until you connect with 2 or 3, then ask them “*Knowing what you know today, what’s the one thing you would do differently if you were starting over?*”
 2. Take 100% responsibility for your own marketing.
 3. It’s not who you know, it’s who trusts you that is important.
- LINDA:
1. Always be building trust.
 2. Maintain your integrity and protect your reputation by performing to the highest standards of professional excellence.
 3. Ask and you will succeed.