

EXECUTIVE SUMMARY

November 2009

Entrepreneur of the Month: Larry Benet

www.LarryBenet.com

Highlights:

- Inspiration for starting a business of connecting people: Laid off in 2006 & wrote down on a piece of paper all the things he enjoyed & was good at – going to events, interviewing people, building relationships, and connecting people.
- From his years in high tech, he realized he had more executive-level access than most of his peers combined.
- Ask people, “What’s the most important project you’re working on right now?” and ask, “How can I help you?”
- After going through tremendous challenges, he got some great advisors for his business, who are folks he helped first before asking them to help him.
- Crowning achievement: Hosting the Speaker & Author Networking Group event in Los Angeles with some of the industry’s top business thought leaders, people whose tapes he used to listen to when times were tough. Some of his top idols were in the room saying it was the best event ever and how much difference it was making for them.
- He’s creating a collaborative community of givers who drop their egos at the door and come together to help each other, beyond his wildest dreams.
- Single biggest mistake: Was too proud to ask for help when he really needed it on four major occasions. Today he’ll ask for help as soon as he needs it, and is ready to take action.
- To connect with hard-to-impress people, ask yourself, “Who do I know in my network whose name I could drop for instant credibility?” You want to deliver massive value in some way to that other person – ideas, connections, or introductions.
- Sometimes you have to ‘pay to play’ to get access to VIPs. Even if your connection is brief, it can allow you to cultivate relationships with a couple key people.
- Try to create magic moments for other people. Make someone’s day in some unique way.
- What would you have done differently 10 years ago? He would have figured out, “Who is doing what I want to do?” and somehow gotten in their orbit to get mentored to learn from success, rather than the school of hard knocks.
- Always remember to publicly acknowledge and thank people who have made a difference in your life.
- Find someone’s foundation, their legacy or where their heart is, and ask how you can help them in that. If you get behind that, they will love you for it.

Top 3 Takeaways:

- LARRY:**
1. Masters of connecting will do whatever it takes to even get a couple minutes of someone's time.
 2. In the world of social media, don't forget the importance of making connections and meeting people in person.
 3. When you live your life with purpose and passion, amazing things can happen.

- ALEX:**
1. It's critical to be a good receiver when you need to ask for help.
 2. Circulation of giving and ideas is what keeps things growing. When circulation slows down, everything starts dying.
 3. Before you ask for a connection from someone, be sure you have something of value to offer them first.