



# How to Connect With Anyone For A 20 Minute Coffee



## Key Principles to Connecting with High Flyers

Follow this system as it requires no connections or a ton of social capital.

Always *edify* this person first.

Always deliver some sort of *value* first.

Use Nimble.com to understand the person really well so you can edify this person.

Check the person's blog or LinkedIn Post.

In the coffee introduction make sure you keep it very focused.

Relax and have fun.

Use Frank Bettger's book, *How I Raised Myself from Failure to Success in Selling* to stay focused on the process

Leverage the *Accountability Transaction Form* to hold yourself accountable

<http://budurl.com/btaform>



## **Example #1: 20 Minute Coffee Meeting Email**

My name is Glenn Dietzel. I bumped into your LinkedIn accidentally by \_\_\_\_\_ (looking at authors on Amazon, a recommendation from, an accidental search...). I really enjoyed your LinkedIn post on \_\_\_\_\_. Thank you for discussing \_\_\_\_\_. My company is branching into the \_\_\_\_\_ (realtor market) and was wondering if you were up for me treating you for a cup of coffee in exchange for some insight. I know you're super busy, but would be grateful for 20 minutes of your time. I am happy to meet you at your most convenient location/time. If you want to provide a couple of times I will confirm.

Finally, I saw that your company is looking at doing \_\_\_\_\_. I have a resource that I think you will find useful.

I look forward to hearing from you!

Respectfully,

Glenn



## Example #2: 20 Minute Coffee Meeting Email

My name is Glenn Dietzel. I was researching the fastest growing companies locally and came across your name. That led me to reading your report on \_\_\_\_\_. Thank you for discussing \_\_\_\_\_. I can see how that is so important and how you have grown such a successful company!

My company is branching into new markets with our mastermind model for top flight entrepreneurs to grow their companies at accelerated growth rates. I was wondering if you were up for me treating you for a cup of coffee in exchange for some insights to reach key people like yourself. I know you're super busy, but would be grateful for 20 minutes of your time. I am happy to meet you at your most convenient location/time. If you want to provide a couple of times I will personally confirm.

Finally, I saw that your company is looking at doing \_\_\_\_\_. I have a resource that I think you will find useful.

I look forward to hearing from you.

Respectfully,

Glenn