

Generosity First

Build Your Network Before You Need It

“*Real networking is about finding ways to make other people more successful.*”

The Big Idea

Most people approach networking with a transactional mindset — they reach out when they need something. Ferrazzi flips this entirely. The foundation of *Never Eat Alone* is radical generosity: give value first, consistently, without keeping score.

Ferrazzi grew up poor, watching his father navigate the world of the privileged through relationships. He learned that success isn't just about what you know — it's about who knows you, and who you've helped along the way.

Core Principles

The Giver's Mindset

- Help others achieve their goals first
- Connect people who should know each other
- Share information freely and openly
- Follow through on every promise

The Connector's Edge

- Your network is your net worth
- Weak ties often unlock big opportunities
- Consistency builds deep trust over time
- Relationships compound like interest

Why It Works

Ferrazzi calls this the "Pinging" principle — staying in regular, lightweight contact with people before you ever need their help. This transforms networking from desperate asking into genuine mutual support. People remember those who helped them, and they want to return the favor.

★ ACTION STEPS

1. List 10 people you haven't contacted in 6+ months. Reach out this week — no agenda.
2. Identify someone you can connect to another person in your network today.
3. Commit to one act of giving per day: a referral, an article, a kind word.
4. Schedule a recurring reminder to "ping" your top 20 relationships monthly.