

A person is seen from behind, looking at a wall covered in various sticky notes, diagrams, and photographs. The person has short, dark hair and is wearing a light-colored sweater. The wall behind them is a collage of ideas, including flowcharts, handwritten notes, and small images. The bottom half of the image is overlaid with a red banner containing white text.

OkDork by
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3 Strategies to Connect With Anyone You Want

3 Steps to Better Checklists

Keith, the author of the excellent book on building relationships *Never Eat Alone*, was recently on my podcast.

Here are the three steps he uses to connect with anyone.

Step 1: Create a list

Put everyone you want to meet on a list. If possible, keep your list niche so everyone has a few commonalities (e.g. entrepreneurs, or marketers, or people who like to surf)

Step 2: Share your list whenever you can

Tell your friends what types of people you're looking to invite to your dinner party. If they don't fit the bill, maybe they can put you in touch with someone who can

Step 3: Create value for the people you want to meet

How can you connect with the people you want to meet? Maybe you can reach out to people you admire and offer them free business strategies. Maybe you can browse around on Meetup or LinkedIn



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