

7 UNIQUE

WAYS TO EXPLODE YOUR

NETWORK

AND MAKE MORE FRIENDS



travis^{chappell}

↘ Greetings my friend

Welcome to my world and thank you for downloading this guide to building relationships! I believe building relationships is the most important self development exercise you can do. Your environment is what will make you who you are five years from now. It's therefore your responsibility to craft an environment that will grow you into the human that is capable of engineering the life of your dreams.

Since you're the average of the five people you spend the most time with, your environment largely depends on the people with whom you fill it. If you've never been intentional with this, it's likely that you don't have the optimal mixture of positive influences surrounding you.

It's important to note that just because someone is a "good person" or that they "love you and want what's best for you" doesn't mean that they are going to help turn you into the person capable of reaching your goals. Does that mean you should toss em out like yesterday's Playboy? Absolutely not! (Side note: don't toss out your Playboys. There's probably someone who will pay top dollar for them...to read the articles of course)

But it does mean that you should intentionally fill your time with some other people who get what you're trying to do, have similar goals and dreams, or have already accomplished what you're trying to accomplish.

In an effort to be sure I don't waste your time, I won't take too much time to expound on each of these seven tips, but I do ask that you trust me to know that they work.

Why? I've published over 900 podcast episodes on relationships, and I've interviewed NY Times best selling authors, speakers, billionaires, athletes, entrepreneurs, entertainers, and more during those episodes. I've been able to ask them all the questions about relationships, networking, and everything in between.

Plus, out of the 100+ books I've read in the last few years, about 30 of them were just on the topics of networking, communication, and relationships. In that time, I've learned a thing or two, and I've made some accidental discoveries of my own—amidst *seemingly* thousands of mistakes.

All of that being said, thanks again for being here, and no, ChatGPT and Meta Ai didn't write this. It's me. On an old fashioned google doc...like a caveman who remained in the cold while everyone else was getting warm around the fire...anyway, let's dive in.

↘ 1. Start a Podcast **Already**

About a year after I started my show, I started getting requests to be on other podcasts to talk about relationships and the question would inevitably arise, “What’s your top networking tip?”

If you’re like me, when you’re a newbie at something, you try to make yourself sound smarter than you really are. You hope it convinces the person you’re with, but let’s not bullshit each other, you’re really hoping to convince yourself.

So I would come up with some regurgitated answer from a book I read, and to be fair, that’s not a bad approach to take as a newbie because authors like Adam Grant were (and still are) significantly smarter than I was or will ever be.

However, after a while, I started realizing I was lying! Accidentally lying, but lying nonetheless. The number one tip I have for anyone trying to build better relationships – whether you’re a real estate agent, a marketer, a salesperson, a solopreneur, corporate executive, tech founder, creator, or investor, or anything else – is to create an interview podcast.

It’s the Trojan horse to get through the gatekeepers you never thought would let you in. It’s the foot in the door. It’s the perfect excuse to have a conversation with anyone you’re trying to meet. No, you won’t get a 100% acceptance rate on guest requests, but I guarantee you that you’ll get responses from people you never thought you would.

We’ve helped hundreds of clients in our podcast coaching program set up their shows like this, and some of them never even launched their show, and still saw success from the relationships they built from it.

We had entrepreneurs book hundreds of thousands of dollars in business. We had RE investors raise millions of dollars for their funds or syndications. We saw authors get book deals, and I personally have even been able to connect with and interview my childhood hero, Shaquille O’Neal.

If you do nothing else from this guide, start a podcast already.

↘ 2. Host an event

People often ask me what to do after they connect with podcast guests. How do you stay in touch with all of these people? Well you can do what I've done, and I know this is crazy, but you can do this even if you don't have a list of podcast guests. Host events!

Start hosting events in your area. Pick a niche or topic, and host a meet up for free on a monthly basis. Try to bring in speakers, add value to your attendees, make introductions for people, and be a true host.

Whether you're putting on a 5,000 person convention or hosting an intimate, invite-only dinner party for past guests of your podcast, I guarantee you if you do this for any length of time, you'll get business, opportunities, and fulfillment from doing this one.

Don't overthink this. Just pick a date, choose an event type, select a budget (could be \$0), and get to work! Many successful event hosts that I know started with events that had less than 20 people and now they're getting thousands of people every event they host and they get to "share the stage" with massive names which brings them more opportunities than they thought possible.

↘ 3. Learn Poker

I'm not a fan of not "practicing what you preach" typically. But this one deserves a mention. I'll admit, it does come with some caveats.

If you have a gambling problem, stay away from this one.

If you're broke, stay away from this one.

But assuming you have some money and you won't bet your house in a hand, playing poker can be a great way to connect with people.

Several of my friends frequently play poker with A list celebrities, athletes, hedge fund managers, and more, and the business that gets done with those people is not to be mocked.

↘ 4. Go to a nice gym

I'll admit, I'm kinda sneaking this one in here because it's also just beneficial for your health. It'll make you feel better, have more energy, build more strength, and ultimately increase your confidence.

But the reason I bring this up here is that if you join a nicer gym in your area, you'll instantly be around a great group of people. Someone who is willing to pay more money for high quality services, who takes their health seriously, or who is interested in creating a better life will typically be someone who might be able to crack that top five.

There is a big difference between the clientele at a Lifetime Fitness, Orange Theory, or Equinox than a Planet Fitness or whatever the cheapest option near you would be.

Try to take the group classes if you can. There's always a sense of comradery when you willingly torture yourself because you know it's good for you and there are other crazies around you who feel the same way.

↘ 5. Join a membership

I'm getting into uncharted territory for some of you who have never considered investing your cash into clubs, groups, masterminds, or memberships. But again, if you take into consideration how much of an impact your relationships have on your future self and your ability to live the life of your dreams, you'll see that it just might be worth actually budgeting for.

Whenever anyone tells me they have less than \$100k to invest in something, I tell them the best investment is in yourself first. Knowledge, skills, and relationships are what you should be parking your hard earned cash in. I'm emphasizing relationships here because most people know that to gain knowledge, they gotta pay a hundred grand and get a student loan.

I will say it's important to do your research because there are obviously groups out there with "experts" who would rather be a cult leader than actually foster an environment for sincere people to create amazing relationships. However, this shouldn't prevent you from joining a couple.

☑ This could be a \$50 membership group with zoom calls, a \$20,000 country club, a \$5,000 travel group or a \$100,000 business mastermind. The number isn't important, but I do find that those who invest at higher levels are more likely to be fully invested in playing all out in the groups they join.

↘ 6. Send gifts

I know, I know, I keep suggesting things that cost money. But, remember what that one fellow said a couple thousand years ago? Where your money is, that's where your heart is. If you don't do this intentionally, that's when you have a bunch of people around you who aren't making you any better. Fast forward that clock five years, and you will be in the same position you are now. No one wants that. At least not anyone reading this guide.

The important part of sending gifts is to remember that money has absolutely nothing to do with it. Luckily that old saying, "it's the thought that counts" remains true to this day. In fact, you'll be amazed at what sending a simple postcard with a handwritten thank you will do these days.

Everyone in this world just wants to be seen. The cool part about that is that it doesn't take anything special to truly see other people. Unless it's John Cena. I hear no one can see that guy.

Being seen is just a matter of making someone feel like they weren't just another number. If you remember their favorite band, send them a vinyl of one of their best albums. If you know that they like a sports team, send them a beer mug with the logo on it. Get creative and don't spend a lot of money on it.

Whatever you do though, as my friend John Ruhlin, the author of Giftology suggests, don't put your own stuff on other people's gifts. Sending me another beer koozie with your logo on it just tells me you want something from me, not that you heard me, see me, or care about my individual personhood at all. In fact, it's better to send nothing, than some generic "swag" with your own sh*t all over it.



↘ 7. Engage daily

Lastly, remember that intentionality is the main point here. If you're doing nothing now, then doing something will be helpful.

Do something every day to reengage people from your past, especially those with whom you've had little communication.

All I do is scroll down in my text message conversations, social dms, and emails to look for names I haven't seen in a while.

I pull up my phone, often while I'm on a walk or something, and I send them a quick video just to catch up and see what they're up to.

Recently I did this, and it started a conversation that led to an hour long zoom call, and two introductions to really successful entrepreneurs who have companies that help with a couple of problems I'm facing right now.

The key here is that your reach out should not have an agenda. It should just be to say hello and let them know you're thinking about them and hope they're doing well. The more details you can give here, the better.

Mention something specific they did that stood out to you, check in on their family, or recommend a helpful article or book that you read recently. Or even better, tell them about this awesome podcast you found called Travis Makes Friends ;)

Whatever you do, try not to let a day go by without sending at least one message like this. I'm no math wizard but if you do this most days, you will have caught up with over 300 people per year which will always lead to more good things happening in your life.

And if you're a sucker for a good tool – that kinda sounded weird – use one like relatable.one/travis to keep track of your contacts and get reminders when it's been too long since you last talked. My good friend Zvi Bandbuilt the product and he's the best in the game. If you can't tell with that URL, I like them enough to have my own custom landing page for all of you with special discounts and everything. You're welcome.

BONUS TIP!

I wanted to include this bonus tip because under promising and over delivering is my jam, but also because it's a way to do that whole podcasting thing we talked about at the beginning of this guide but without all the hard work and commitment of doing your own podcast. So...

travis^{chappell}

↘ **8. Be a guest on other people's podcasts.** Let me tell you why.

First off, it'll help with your branded search. This means when people google your name, they'll have stuff to engage with...and lots of it.

If you searched my name a few years ago, you would've found nothing except for some murder case out on the east coast somewhere. I promise that wasn't me.

Now if you search "Travis Chappell" in google, there are about 14 pages of results, most of which are me being interviewed on other people's podcasts. If you've been thinking about working with me, and you see those results, chances are, you'll be more convinced that you should rather than less convinced.

The second reason, and the reason this tip made it to this guide is that podcast hosts tend to be well connected in their niche. They are kind of a node in a network. They know all the industry leaders, they speak at industry conferences, and they have audiences of people who listen to them even if they're small. As we all are well aware by now, size doesn't matter. Not even in podcasting.

So when you connect with podcasters, build rapport with them on an interview, and then stay in touch, you'll often be able to tap into their world a bit more, meet more people through them, and even if their audience didn't bring you business, they still will somehow.

Plus, if you don't love content creation, getting interviewed on podcasts is the best way to create. All you have to do is answer questions that a professional host wants to know the answers to.

If they're curious about it, someone else probably is. You can fill your entire content calendar with just cutting up interviews on other people's shows which will also lead to more relationships and business development opportunities.

I recommend getting booked on a show per week. Again, my math isn't always right, but by my estimation, that's over 50 super connectors per year that you're connecting with. Try to convince me that won't help you make more friends, do more business, or grow your network.



CONCLUSION

If you found this list helpful, I'd love to hear from you. I'm planning on writing a book this year that will be an expanded version of what you just read, and getting feedback from readers would be a delight.

If you found this guide annoying and want to issue death threats, you may send them here: mymotherinlaw@hotmail.com

If you need help with starting a podcast or getting booked on podcasts, my company Guestio.com can help.

We do podcast consulting, done-for-you concierge podcast bookings and management, and we have a software that's a DIY solution for the same problem.

For more information, visit our site at Guestio.com or shoot me an email travis@travischappell.com

I'd love to personally send a reply.

Hope to talk soon!

Your New Friend,

Travis Chappell

