

Keith Ferrazzi

Founder and CEO of Ferrazzi Greenlight

Author of, *Never Eat Alone, Secrets to Success, One Relationship at a Time*

RAP Worksheet

Mission 1 – Part A. Write 1 Broader Goal you'd like to achieve in the next 18 months.

Mission 1 – Part B. Pick one Hard Skill and one Soft Skill Learning Goal associated with your Broader Goal.

HARD SKILL: _____

SOFT SKILL: _____

Mission 2. Pick 3 names and give them RQ ratings using the RAP sheet below.

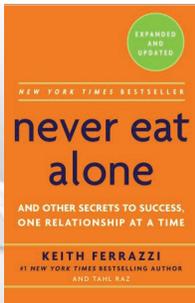
Relationship Action Plan (RAP)

Relationship Quality Legend -				
	-1	Damaged	A relationship issue requires resolution.	
	0	Aspirational	You'd like to know them.	
	1	Introduced	You've had a prior introduction.	
	2	Acquaintance	They have explained their personal and/or professional agenda to you.	
	3	Friend	You have advanced their personal or professional agenda.	
Profile Information				
	Name	Title	Constituency	Relationship Quality (-1, 0, 1, 2, 3)
1				
2				
3				
4				
5				
6				
7				
8				
9				

Mission 3. Pick 1 name and ask yourself -- How can I help them?

Mission 4. Use the name from Mission 3 and ask yourself, Why do I care about them?

Mission 5. Pick 3 possible lifelines.



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Mission 6. Build your brand. Establish your social media presence. (Start with sending someone a LinkedIn Recommendation).

Who: _____

Recommendation: _____

Mission 7. Prepare 2 generous emails. Introduce two people, send a gratitude ping or ask for a long slow Coffee (see examples below).

1. _____

2. _____

Sample PINGS:

Ex 1: Introduction from Keith (sent to the CEO of a Fortune 500 company)

Subject: [Name redacted] of [Company name], meet quarterback Roger Staubach

[Name redacted], I was speaking the other day at the national sales meeting for JLL Real Estate and I met the famed quarterback Roger Staubach. Imagine my surprise as a lifelong Steelers fan that I would like Roger so much. As you probably remember, he spent his college days at Navy and served our country which is why I introduce you both today. I told him of your passion for the stories of the men and women who served our country and I said I'd introduce you two Dallas neighbors. Have at it from here, but just remember as you get to know each other that there is a terrible towel at the source of your new relationship :) Go do some good together.

Warmest,
Keith Ferrazzi

Ex 2: Friends with a Mutual Interest

Subject: Nascar

Todd,
I wanted to introduce you to Cheryl. Cheryl is the hilarious, outspoken SVP at ABC Insurance (abcinsurance.com). Based on your mutual interest in all things Nascar, I think it would be worthwhile for you guys to connect. Todd, I'll let you take it from here.

Best,
Keith



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