



**Love is the Killer App:
How to Win Business and Influence Friends**

Book Summary by Frumi Rachel Barr, MBA, Ph.D.

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Author bio and credits: Tim Sanders, is the Chief Solution Officer at Yahoo!. He consults with Fortune 500 executives and world-class brands on marketing strategy. He lives in Northern California.

Author's Big Thought: To succeed in tomorrow's workplace, you need a killer application. Love is the killer app. Those of us who use love as a point of differentiation in business will separate ourselves from our competitors. When you are able to help others grow to become the best people they can be, you are being loving – and you grow, too. The definition he uses for love business is: the act of intelligently and sensibly sharing your intangibles with your biz-partners. These intangibles are our knowledge, our network, and our compassion. Tim calls followers of this philosophy "lovecats".

Supporting ideas:

Biz-love has at least six considerable benefits for every potential Lovecat.

1. You build an outstanding brand as a person to differentiate yourself. You build a brand realizing every step of the DREAM: D = Differentiation – being different in a positive productive manner that can sustain itself over time. R= relevance – everyone needs to know something new, or needs to be connected to someone new, or needs affirmation. E= esteem – people hold you in the highest esteem when they realize you have no expectations that you will receive anything in return for what you are willing to give. Esteem comes down to trust. A = awareness M= Mind's Eye – if we have a distinctive brand in the mind's eye of our biz-mates, they will give us their best business opportunities.
2. You create an experience. Economic progression has had four phases. Commodities were measured by their characteristic, good by their features, services by their benefits, and now the fourth phase, experiences, by their sensations. When you represent knowledge, opportunity, selflessness and intimacy, you are not just a service provider or a product. You are fun, you are interesting, and you are valuable.
3. You have access to people's attention. The difference between having people attention or their time is like the difference between ham and eggs. The chicken is involved, but the pig is committed.

4. You harness the power of positive presumption – because lovecats build relationships with a deep level of trust, people will presume our arguments are correct, our recommendations are solid, our referrals are valuable.
5. You receive exceptional feedback. Recipients of biz-love recommend books and contacts. They give a heads-up on new companies and esoteric technologies. They make you feel good and they expand your network.
6. You gain personal satisfaction.

Knowledge

- 1) The first step in cultivating value is to make sure you possess knowledge. It is value currency. You can give others the knowledge that can advance their career or their business. Spend 80% of your time on books, and 20% on articles and newspapers.
- 2) To make knowledge work use a practical four-step program:
 - Aggregation – finding the books: through the business section of the bookstore, a website, recommendations through journals and from friends.
 - Encoding – you’ve intelligently and completely digested your knowledge meal. Keep in mind that you are reading primarily for future application. Create a process -Tag – underline; make notes in the margin (cliff them). Tag definitions. Mark the Big Statements and those that are supportive.
 - Processing: review major sections before you move on. Once you finish the book write a review. Describe the book’s Big Thought, how well the author conveyed that thought, and how valuable you feel the idea is. Join or form a real-life book club. Vary the style of books you read. Make a commitment to review as many as one or two books a week. If you do this regularly, the books you are currently reading will make more sense. Stock your library with extra copies of your favorite books.
 - Application – is about sharing. It is the employment The earlier you learn and evangelize a book, the more you will profit from it and leverage of your knowledge in the workplace.
 1. Make sure you own the book’s Big Thought, which results from your encoding and processing.
 2. Visualize a discussion – summarize the Big Thought
 3. Look for insert points to add value. Look for insert points to add value in writing.
 4. Play doctor. Prescribe books to contacts like a doctor would prescribe medications to patients. Create your own opportunities by being conspicuous – read everywhere and leave the jackets on so people can start conversations. If you’re not using the books in your conversation and your business strategy, review your selection process. When you feel strongly about a book, write a fan letter to the author.

Network

Being a business matchmaker is a lot different than doing so personally. If the matchmaking doesn’t work out, at least he/she has met someone new. In business you have a much better idea as to whether the introduction you have in mind will add value.

Common necessities and adjacent resources aren’t difficult to align.

The purpose of collecting contacts is to give them away to match them with other contacts.

Matchmaking in the biz-world carries a significantly lower risk, because people must always outgrow

their networks. The winners in business are those with the largest networks, the most powerful connections, and the ability to call in their reserves at the moment of truth. There isn't anything your network can't help with including finding a job. The more people you know, and specifically, the more people who have had positive dealings with you, the more confidence you'll have as you spin your web out farther and farther.

Tim's system for networking:

1. Collecting – collection works best when it's done with the underlying philosophy that every person is potentially relevant to you and your network.

Five tips to be a great collector:

- 1.) Prepare yourself- Decide how to best organize your contacts. Store your contacts info. Categorize people. Carry your value around with you – palm pilot or similar so you can connect anyone you meet with anyone else almost instantaneously.
 - 2.) Swap – always carry business cards.
 - 3.) Organize – store business cards in a dedicated place on your person wherever you are.
 - 4.) Input – employ rules for yourself in order to build your contact system. Be specific. Include meaningful notes.
 - 5.) Follow up. If appropriate, send your new contacts a note via email. Tell them it was great to meet and mention something about your connection.
2. Connecting. Be discerning. Think of your contacts as belonging in one of three buckets. Some are partners (people with whom you have deep business relationships), some are peers (people you do business with), and some are prospects (those you hope will someday make partner or peer). When connecting people, first tune your receiver: train your ears to pick up subtle cues in conversation. Focus your attention. Listen for people's value – what they do and what they offer. Listen for their needs. The act of listening is critical to the act of connecting match people against their social velocity. (Extroverts and introverts).

Think before you link and pinpoint a good reason to link. Think about the people you know who can provide them with solutions. Make the connections in real time. Matchmaking is best accomplished on the spot. The most important part of speed: You don't miss connections. Speed is also important because, thanks to technology, aptitude can become obsolete quickly. Fuse the connection. There are three excellent means of making these introductions. The most effective is person to person. The second way is by phone, conferencing people in together. The third way of facilitating introductions is a three-way email approach.

3. Disappearing. You remain active only until these relationships can survive on their own. Another advantage is scale. If you disappear after a connection, you can create a platform where your network multiplies itself. Efficiency is another advantage – the most practical relationships are those that are forged when the motives are purest.

Metcalf's law: the value of the network grows in proportion to the square of the number of users, which means that once a network reaches a certain size, it becomes irresistibly attractive.

Compassion

Compassion combined with knowledge and network is the way we win hearts and influence business in this, the dawn of the new business world. Lovecats don't just give you what you need – they are what you need. For starters, there is a tremendous opportunity for your compassion to make a difference in how people view you, and how they view themselves.

We may stop developing physically somewhere between the ages of eighteen and twenty-five, but we develop emotionally and spiritually until the moment we die.

Compassion will lead to a better experience with your biz-mates. By expressing your compassion, you create an experience that people remember. When people remember you, it's good for business.

Consider your biz-life as an arena in which to meet people and create a compelling experience for them. You create a limited experience based on your entertainment value. Other people feed greed.

But if I communicate with you that I care about you, you are more likely to listen to what I say.

Compassion creates commitment – which keeps you focused on building your knowledge and network.

Compassion buys forgiveness.

Showing compassion is a process. I.e. making an effective, sustained long-term plan for showing compassion.

Compassion is a two-part process.

1. **Sensing** – begins with a sensory experience. Someone approaches you and you perceive, through conversation or body language, possibilities that might allow you to bond. Notice body language. Timing is everything.
2. **Expressing**. Start with your eyes – the window to your soul. Smile. Express yourself with warm words. Express yourself now. Use your arms – appropriately hug people. Perfect your handshake. When people enter a room, make it a point to look at them. Be prepared. Be spontaneous. Make a concentrated effort to walk around any physical obstacle and get close enough that you can make some form of physical contact. Search for opportunities to express. There are three primary insert points: salutations, conversations and quick opps.

Anything of interest in the chapter notes?

Tim has a list of his 10 favorite must-read business books.

Reviewer's recommendation: I am a true “Lovecat” so how could I not love this book. It is everything I believe in – sharing knowledge through the books and book summaries I write, sharing with my network of friends, associates and clients, and offering a loving space for all with compassion.

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About the reviewer: Frumi Rachel Barr, MBA, PhD

Many CEO's find themselves asking "What now?" to sensitive situations that only an experienced former CEO can understand. Frumi is brought in to solve problems and often remains to work with you, as your confidante and secret weapon. She has an uncanny knack of getting to the heart of your corporate climate and maximizing your team's performance, profitability and sustainability.

To schedule a free *Break From the Pack to Success* consultation email
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