

HOW TO

FIND & HAVE CONVERSATIONS

Cold conversations

- You may need to start by reaching out cold, but the goal of cold conversations should be to get warm introductions to other people
- You only need one “yes” to get you started
- The only thing people love talking about more than themselves is their problems
- By taking an interest in someone’s problems, you’re already more interesting than 99% of people
- Reach out to people and tell them you are “doing research” and would love to ask them some questions. (If you’re willing, add that you’re happy to share the results of your research if they’re interested)

Create warm intros

1. Talk to industry advisors, universities, and investors to get intros
 - Professors are a goldmine for intros; They are easy to get in touch with ⇒ They post their emails and you can often wander into their office

Immerse yourself in a community

- This can lead to a load of conversations with the right people

Landing pages

- You can create a website landing page with your value proposition and market it online. Once people convert on the landing page, reach out to them for deeper learning

Other clever ways

- Don’t just copy what someone else is doing
- Consider your situation and get clever
- Organize a semi-monthly “knowledge exchange”