



# How to Connect with Anyone Blueprint (Including Angel Investors)

Steven Rowell

## ***The 5-Minute Secret (book coming out Jan 2023)***

**Are College Degrees Useless Today?** We have an epidemic in the U.S. with 36% of recent college graduates underemployed, serving coffee at Starbucks and folding t-shirts at the Gap and Abercrombie & Fitch, for hourly wages. These graduates are still living at home with an average of \$36,000 in student loan debt.

**Even worse, according to Gallup, 52% of working adults** feel disengaged at work with 28% of these adults admitting to “hating their jobs.” To make matters worse, if you work full-time, you spend more time at work with these disengaged co-workers than you spend with your own spouse, partner, or kids. The good news is, there is a solution.

***The 5-Minute Secret* shows you how to connect with anyone**, anywhere at any time in five minutes. The book gives you the step-by-step blueprint for finding your dream job, getting promoted sooner, starting your own company with none of your own money or starting a non-profit with the funds required to start making a difference right away. The author discovered at age 19, one question which allowed him to get Fortune 500 CEOs to take his phone call and spend more than 90 minutes discussing their life lessons and success secrets. You will learn six additional questions to ask and the exact proven strategy that results in life changing opportunities.

The author, Steven Rowell, has taught college students and adults of all ages how to change their lives, find jobs that fit their passion, and even start new companies with none of their own money—some people have become millionaires using this system. Use this powerful strategy for yourself yet even more importantly, teach this to your children and you will both prosper beyond your wildest dreams and aspirations.

### **Why I Wrote the Book:**

My passion is to empower and enable people by helping them make their “impossible” possible. I show people how they can get anything they desire by simply asking the right questions and connecting with the right people. I wrote the book to show people how they are only one conversation away from accessing everything they need to achieve their deepest desires and biggest dreams. Embrace your anxiety, worries or fears and just take action. The universe is waiting for you to stake a claim in your own life and your future. Don't be surprised when people offer you more than you ever imagined, just because you had the courage to ask them your own 5-Minute Secret Question.

## Notes from Steven Rowell's *5-Minute Secret* Presentation

The *5-Minute Secret* is a philosophy, a strategy, a spirit, and a way of seeing the world and engaging with the world, all in one.

The truly life changing power of the 5-Minute Secret is the use of two simple yet engaging questions that demystify the secret code of connecting with another human being in an authentic, honest, and transparent way, with no manipulation, and for your mutual benefit.

Yet the spirit of the 5-Minute Secret is one of collaboration, genuine interest, if not fascination, with others and what makes them tick...what choices they have made and what secrets they have discovered while living their life. We all have a story. We all have dreams and goals. We all have heartaches, losses, and failures. We all have great triumphs, wins, successes, and celebrations.

While it is true today that we are now more technologically connected than in any other time in human history, most agree we are living lives that are the most disconnected in terms of human relationships, connection, interactions, listening, and simply being present with one another.

The 5-Minute Secret works to connect people in many ways, for many different purposes and outcomes. Some relationship scenarios that have been transformed by the 5-Minute Secret include you with your...

- **Work**—Boss, Co-worker, Senior Leaders, CEO
- **Business**—Angel Investors, Expert Advisors, Consumer Market Research, Competitor Analysis, Venture and Institutional Funding, IPO's, and Selling Your Company
- **School**—Professors, Department Chairs, School Deans, University Presidents
- **Family**—Parents, Grandparents, Extended Family Members

What Steven has learned since 1986, is that, on average, once a person has accumulated \$44 million in cash free and clear (not "on paper" assets), there is a moment that this person experiences a deep sense of "What now? What's next? Is this all there is?" And this is when many, if not all the millionaires and billionaires, whom Steven has interviewed, met with, or became friends with, say they had to find...meaning, purpose, contribution, legacy or something beyond themselves to live a meaningful life. This profound discovery is what has led Steven to have several angel investors who took no equity whatsoever in his companies yet demanded they be treated as strategic advisors/mentors and kept in the loop as to the growth of the companies.

Steven has traveled the country sharing the lessons and strategies learned from his *5-Minute Secret* with entrepreneurs, start-up founders, and even high school and college students. Today there are several thousand entrepreneurs and young adults who have been transformed by adopting the 5-Minute Secret mindset. Hundreds of these people, young and old, have started their own companies, foundations, and non-profits, or changed careers or discovered a new lifelong passion by simply implementing the fundamentals of the 5-Minute Secret strategy.

## The *5-Minute Secret Strategy* Fundamentals

- **Mindset**—genuine fascination or curiosity in other people’s stories— failures, successes, choices, setbacks, triumphs and lessons learned; instead of “what’s in it for me” from connecting with this person, you think “how can I best support or connect them” based upon what they are working on or have as their passion project, and then later, “only after I have served them, then may I benefit from them.”
- **Tactics**—do your homework; get organized; schedule your time to do this; follow up promptly; follow through on commitments; hand write thank you notes; follow up more than just 2 or 3 times within the first 6 months after connecting with the person
- **Know Your Why**— know your “why” for what you are pursuing in life or work, and even the “why” behind reaching out to this person—being able to express your own why clearly and succinctly is critically important when the time comes for the other person to ask you about yourself (understanding this why may change over time)
- **Know Who You Are**—again this is fluid for all of us over time, yet it is critically important to be able to communicate quickly who you are, what you believe in or stand for, and what your dream or goal is, in less than 60 seconds...even better if it is in 20 to 30 seconds

## The *5-Minute Secret Strategy* Blueprint

### Step One

**Make a list of names** of those who inspire you or from whom you wish to learn. Later you can create lists of people for different targeted reasons. Do not worry about how hard it may be to reach the person. Come up with your own list of reasons or metrics for how the person ends up on your list.

### Step Two

**Do your homework.** Start with Wikipedia.org, then Google, Youtube, Facebook, Twitter, Instagram, and so on. REMEMBER, anyone can see when you have viewed their LinkedIn Profile, so be sure you have done some research beforehand. Why? Because 12- 28% of all people on LinkedIn click on the profiles of others who have viewed their profile. Sometimes you may even receive a message from the person, so you need to be prepared. Be sure your LinkedIn profile is set up for success as well. Also, remove any foolish photos of yourself, or inappropriate posts, from your social media sites.

### Step Three

**Know your Why and your Ask.** Successful people are busy people and their time is their most valuable resource. Be sure you are as clear as possible on why you want to talk to this person, what you want to learn from them based upon your homework/research, and what is your "Ask" for them, e.g., referring you to another person, providing input on your idea, etc.

### Step Four

**Initial Contact.** Telephone calls still far surpass email for initial contact. However, every person is a case-by-case basis. Remember you will be making initial contact with the person's "gatekeeper" which today are referred to most commonly as Executive Assistant. Avoid the term secretary as this is an outdated term and far too often is taken as a derogatory term. Check them out on LinkedIn as well, remembering that your view of their profile is known to them via LinkedIn. Be ready to provide 2 or 3 dates and times that you would be available for the call.

Ask for a 15-minute appointment and let them tell you whether it will be longer or shorter in duration. Also, when they ask you for dates and times, first respond, is there a date that is more likely going to work for him/her? This way you have a slightly better chance of getting on their calendar, as opposed to you providing days and times, and they simply tell you he/she is not available on your days. Provide an email and phone number for follow-up. You may wish to share your own online calendar link, yet I recommend you only do this in conversation (phone, text or email) with their executive assistant.

## **TIPS FOR YOUNG ADULTS**

If you are using some “funny” email address name @AOL, or @hotmail or even @gmail, such as DaffyDukButter2716@AOL then simply get a new gmail email address with your name @gmail.com Using your university or company email is fine as well, unless there are policies that would keep you from using this email for personal purposes such as this.

Again, make sure all your profile pics for your social media accounts and account names are appropriate too. Doing a handstand on a keg and drinking upside down is a unique feat for sure, but not the profile pic you want to use. This is also a great time to get those “naughty” pics of you, off your FB friends’ pages as well. Believe it or not, 89% of Fortune 1000 companies search your friends’ pages for images of you during their selection process for internships and full-time positions. Your LinkedIn Profile pic is critically important as well.

## **MAKING THE INITIAL CALL**

Remember to be ready for any kind of response you may hear from the gatekeeper. Don’t let, “Oh that’s so sweet...” or other patronizing or dismissive comments discourage you. Remember Gatekeepers (Executive Assistants) are paid to “keep you at the gate.” Your first challenge is to win over the gatekeeper, unless they automatically support you and pass you onto the person immediately.

Regardless of which way it goes with the gatekeeper, remember you must send a thank you note immediately to the gatekeeper, preferably a handwritten note. Google the office address, and if you can’t find it on Manta or other sites (cross reference with office location listed on their LinkedIn profile), then simply call them and ask them for an address so you can mail something to them.

**SCRIPT:**

"Hi my name is \_\_\_\_\_, I am a local business owner/entrepreneur/(college student at \_\_\_\_\_,) and I wonder if Mr./Mrs. \_\_\_\_\_ would have 5 minutes to share the secret to his/her success with me?"

(Breathe quietly and do not say a word until they have fully responded, then pause after they have responded and then respond to them—never talk over them or interrupt them)

**SCRIPT VERSION 2:**

"Hi my name is \_\_\_\_\_, and I am interviewing successful CEO's [or whomever you are reaching out to] and I wonder if Mr./Mrs. \_\_\_\_\_ would have 5 minutes to share the secret to his/her success with me?"

**SCRIPT VERSION 3:**

"Hi my name is \_\_\_\_\_, and I am writing an article on XYZ for ABC publication, and I wonder if Mr./Mrs. \_\_\_\_\_ would have 5 minutes to share the secret to his/her success with me [or customize this last part]?"



## Step Five

**The Actual Call!** Be sure to be on time, and follow the instructions provided by your contact (they call you, you call them). For a scheduled appointment call then...

### SCRIPT:

"Hi Mr./Mrs. \_\_\_\_\_, my name is \_\_\_\_\_, I am an entrepreneur/local business owner/ (college student at \_\_\_\_\_) and I would love to hear what you would say is the secret to your success.

(Breathe quietly and do not say a word until they have fully responded, then pause after they have responded and then respond to them—never talk over them or interrupt them)

\*\*Because this was pre-scheduled, the person may just start answering your question right away. That's o.k. Just listen and take notes.

### SCRIPT Version #2:

"Hi, Mr. /Mrs. \_\_\_\_\_, in light of your X number of years in building (company name), I'm curious if you would share what you think is the secret to your success."

(Since you have researched the person, you can use any compelling angle from your research to frame this opening question)

### Other Examples of Lead-in's for your script:

"Hi, Mr. /Mrs. \_\_\_\_\_, ...

1. ...looking back across your incredible 30-year career as a \_\_\_\_\_, where you achieved \_\_\_\_\_...
2. ...in light of your recent sale of your company, after building it for 21 years...
3. ...with all the different successful ventures you have had...
4. ...as the first person to ever \_\_\_\_\_...
5. (in other words focus on a truly unique accomplishment(s))

...I'm curious if you would share what you think is the secret to your success."

## Recording Calls or In Person Conversations:

Every state in the United States has their own laws governing whether you are required to gain permission from the other person before audio recording your conversation. If you and the other person are in two different states at the time of your conversation, then the state's law which is considered more stringent is the one you must comply with, e.g., **state X** requires no prior-authorization for audio recording of a conversation by phone or in person, and **state Y** requires that at least one party of the call, other than the call originator, be made aware of your intent to record and offered the opportunity to either approve or deny the recording of the conversation in advance—in this scenario, you would be required to get prior authorization from at least one party on the call (other than yourself). You would simply start the audio recording and then record yourself asking them whether they authorize you to record this conversation. It is important that you reference the date and time, in your request.

## Script for End of the Call.

"Mr./Mrs. \_\_\_\_\_, thank you so much for all the great insights and lessons [or use your own words here] you have shared with me. You have been so generous to share your thoughts and your time with me. I am forever grateful. (be prepared to be interrupted here by the person simply saying, "You're welcome." or some humble response.

I'm just curious, now that you know a little more about my interests/what I'm working on/business/mission and what I am wanting to achieve, I'm curious if you would know of someone else who you think would be willing to talk with me just as you have done for me? (the repetition of "I'm curious" is intentional)

The wording here, "would know of someone else" keeps you from making a formal request to be referred to someone else, which allows them to either offer or not offer to introduce you to one of their friends or associates. Almost always, they will say "Yes," they know of someone, and then immediately offer to introduce you to them.

Remember, this next phone call with the person they are referring you to, is most often the connection that changes your life even more than the initial connection you made in this first 5-Minute Secret conversation.

## Step Six

**Follow Up.** Write a handwritten note and mail it immediately. Be specific in terms of the one or two big takeaways you received from your conversation. Be sure the recipient feels your gratitude loud and clear, along with the fact you truly gained something meaningful from the conversation. **DO NOT MAKE A NEW "ASK"** in this handwritten note, stay focused on expressing gratitude for the time they already invested in you, and their willingness to share the lessons they learned along the way in their own journey.

If you don't have their address, you can confirm their city on their LinkedIn profile, or google their name and company, or use sites like Manta.com that show business information including address. Or call their Executive Assistant to confirm the address.

## Tips When Seeking Investors

- Remember, they are investing in YOU and your business idea—often, they are investing in YOU first
- Biggest Mistakes to Avoid
  - not asking for enough money up front
  - not having a big enough vision for the long-term strategy of your company
  - not knowing who you see as the most likely company to buy your company in the future
  - failing to ask for coaching or insights on how best to use the money
- Link your business to a non-profit cause or movement to make a difference of course, and to leverage the community you build together by doing this
- Be ready with a GREAT answer to their question—"What are you going to do with the money? And why?"

## **Select Life Tips and Lessons Shared with Steven:**

**Leadership and Integrity is the Hard Choice—Management and Zero Integrity is Usually the Easier Choice**—like “doing what’s right is often the tougher choice to make.”

**People Remember How You Made Them Feel**

**Never Speak Ill of Someone Else to Another Person Unless You Are Being Paid for Your Opinion**

**The Difference Between a Billionaire and a Millionaire—one word, Delegation**

**Relationships are Priceless-Cash Comes and Goes, and Today’s Cash Value Fluctuates**

**Stay Single as Long as Possible if You Want to Build a Business—**

Billionaires and Multi-Millionaires who are married 3 times told me, “There is the wife/husband you marry out of college; then there’s the wife/husband you marry after you make it really big with your business; and then there’s the wife/husband you marry in your 50’s or 60’s who already had his/her own full life and so you both travel together and do what you love together.

Two tragedies of many here—First, so often these men (some women) say, “the one I should have married all along was the third one” which is more because they finally figured out who they were as people deep inside and had life wisdom to make different choices; Second, so often the super successful achievers tell me, the children from my first and second marriages “hate me” or “don’t talk to me” or “think I never loved them,” which sadly is because the children feel their mom/dad picked the company over their relationship with their children. You can have both, great company and great family relationships, just know that the odds are stacked against you IMMENSELY to achieve both at the same time, especially without support or coaching. Some even say it is impossible.

Using Appointlet or Calendly software service (Free or \$10/month) for your online calendar is convenient and popular today.

Go online and schedule an appointment with Steven, via **TalkwithSteven.com** even if you cancel it immediately afterwards, just so you can see the intake funnel that he created with the TalkwithSteven.com process.

## **Google Your Own Name**

Be sure to routinely google your own name and be aware of what is out there about you. Also buy your own name as a domain name and then if you are going to have online businesses then buy your name, and your company name along with "sucks.com" "scam.com" and "ripoff.com" to protect yourself from the "haters."

For example,

DougSmith.com DougSmithSucks.com DougSmithScam.com This way no one can build one of these domains against you. These are the two most common ones used "sucks" and "scam."

## Check Out...

**Steven Rowell's Amazon Author Page** as an example of another expert positioning tool.

Steven's books,

*Clean is Not Enough*

*Success from the Inside Out (204,000 books sold since 2010—sold outside of Amazon!)*

*Jumpstart Your Creativity*

*The Five-Minute Secret (2023)*

Select Steven Rowell websites: [www.stevenrowell.com](http://www.stevenrowell.com)

[www.strategicspeakersecrets.com](http://www.strategicspeakersecrets.com)

<http://fiveminutesecret.com/>

Final thoughts:

I invite you to suspend disbelief, and turn off your “critical/naysayer” brain. Trust the universe (woo woo I know), and have fun reaching out to people.

The worst thing that can happen is you learn a great deal from others, hear some great stories and meet some great, if not amazing people.

Cheers to you!