



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

By Tim Sanders

Tim Sanders says the key to business love (bizlove) is “the act of intelligently and sensibly sharing your intangibles with your bizpartners. What are our intangibles? They are our **knowledge**, our **network**, and our **compassion**.”

In order to share **knowledge**, we must *first* gain knowledge by books, lots of them. Find the most comprehensive books you can on a given subject instead of lots of smaller books or articles. Go to the source of all of those smaller works. Once we have acquired the knowledge, we must *second* put it into a form that can be given to others in a “Big Thought” overview, in a condensed “elevator speech”. Writing this down in a short summary can allow us to periodically review it so we can remember what we learned. This prevents books from flowing through our mind like water through a pipe. *Third*, we point people to the source of information. This gives them the opportunity to grow in knowledge, for us not to look like a know-it-all, and to create a thirst for learning in others. After sharing knowledge, get feedback and engage others, don’t monologue.

By sharing our **network** we show that we value others because we value the problems that they are facing. If we can point them to someone who can help it shows that we care.

By sharing **compassion**, we build a trusting relationship with others. We show that we care for others, not just what they can do for us. To do so we must be intentional with our time, communicate value in others and add value to their lives. Become the kind, loving person that you admire in

others. Doing so will build their *trust* and *respect*, both of which are essential if we desire to influence others.

By doing these things we add value to ourselves in others eyes. They want to be around us to learn from us and be loved by us. “To the extent I can differentiate my person, product, or service, I extract premium value. By becoming a knowledge guru, by sharing your vast network, and by being a compassionate bizpartner, you create a differentiated brand for yourself. You’re useful, you’re memorable, you’re personable. People like you.”