



THE 1ST 5 MINUTES:

How to Leverage the Most Important Minutes to Build Connection, Trust, and Influence

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ONE-PAGE SUMMARY

You've worked hard to master your product, your pitch, and your performance—but something's still missing. You walk into conversations unsure how to start, what to say, or how to stand out. That's because you're not leveraging the most valuable window of every interaction: the first five minutes.

In today's distracted business world, connection—not communication—is the true differentiator. The 1st 5 Minutes gives you a simple, repeatable framework to transform ordinary openings into meaningful connections that build trust and influence fast. Whether you're in sales, leadership, or any people-facing role, this book shows you how to stop winging it and start owning every conversation.

THE FRAMEWORK UNFOLDS IN THREE KEY PARTS:



The 1st Minute — Think PERSONAL

You never get a second chance to make a first connection. The first 60 seconds set the tone. You'll learn how to:

- **Read the Room** – Develop your Observational Intelligence (OQ) to notice what others miss and use it to start strong.
- **Begin the Banter** – Use humor, curiosity, and lead talking points to make the other person feel seen.
- **Nail the Name** – Remember and repeat names with intention—because nothing builds instant trust faster.

Result: You move from awkward to authentic in seconds.



The Middle 3 Minutes — Think PROFESSIONAL

Once the ice is broken, go ALL In:

- **Ask** curious, continual, and clarifying questions to build trust.
- **Listen** actively—less mouth, more ears—to uncover what really matters.
- **Learn** key intel about the person's style, needs, and preferences, then use it later to reconnect.

Result: You deepen rapport, earn credibility, and position yourself as a trusted professional.



The Last Minute — Think PROBLEM

The final 60 seconds pivot from problem to solution. You'll learn how to:

- Avoid common pitfalls (assuming, waiting, or rushing).
- Use the **Two-Step Approach**—repeat the problem in their words, then transition naturally to your solution.
- Carry the same intentional mindset into the rest of the conversation through **5 Minutes+**.

Result: You don't sell—you solve. You don't push—you guide.



In just five intentional minutes, you'll move from forgettable to formidable, turning every business interaction into a moment of real connection, trust, and influence.