

## MI Edith Yeung

**Jaime:** Welcome to Millionaire Insiders. I'm Jaime Tardy and I have Edith Yeung back on the show. She's from Right Ventures and Dolphin.com. I was asking her for some tips, really crucial tips, that we can use right now in your business that will make a difference and she had a really cool idea so I'm super excited to talk about it today. Thanks so much for coming on the show.

**Edith:** Thank you, Jaime. Thanks for having me. So you and I were chatting about connecting with people and I'm so thankful that our friends connected the dots, otherwise I wouldn't be sitting here with you. I think one of the big things for me, in terms of connecting with people, one of the things we should think about and I'll share with everyone if that's okay is that I meet a lot of people but usually you can go on LinkedIn and add a person but I meet so many people I usually don't remember them. I think to make yourself stand out you should always follow up with the person. Usually, for me, it's less than three hours after I go to a meeting or an event but definitely within 24 hours you should follow up, especially if it's someone that you really want to connect and do business with. Just a small tidbit - I will usually, on the e-mail itself, say that I'm checking in with, whatever their first name is, or even use it in the subject of the e-mail so that they're like 'Oh, this person actually mentioned my name,' so that they know exactly why they should even open the e-mail. Think about yourself, even for a personal e-mail, as an e-mail marketer - so how can you make sure your e-mails even get opened? At the same time, the e-mail itself, if it's a first time follow up e-mail, it should always mention how you guys met but there should always be something that you give to the person. So you should say 'Great meeting you last night. This is the book that I mentioned. This is the event that you should go to,' always something as an action item. Let's say that you actually want to meet with the person, to schedule a follow up meeting, one of the things that drives me crazy and I will always tell my assistant to do this, but if you want to meet a person you should suggest the date and time, just in one e-mail. It shouldn't take you ten e-mails to figure out a time to meet. In one e-mail just suggest a time and then it's so easy, even if whatever option you give the person, they don't like it, at least they will be like 'How about next week instead?' You can cut down your ten e-mail back and forth to just one. So those are small things but they definitely drive me crazy sometimes. Being a good business person is really all about communication and e-mail is still a really, really big part of that, even though I'm texting on What's App and all of that. E-mail is still a reflection of how professional you are and I think all of us can continue to improve.

**Jaime:** Okay, I have a couple of questions to dive into that a little bit more. You're talking about e-mailing a few hours after or 24 hours after meeting someone. I have so many follow up e-mails from meeting people in person that I haven't got to yet, so I think that's a huge tip that I need to pay more attention to, too. But what if you don't have something? Like in the conversation you didn't say 'Check out this thing'? What if you don't have that actionable piece that you can do? What sort of information should we put in the e-mail then?

**Edith:** Let's say that there are 40 people that you need to follow up with - I'm sure that you don't want to follow up with or do business with all 40 of them anyway. There may be a few where you would want to say 'Hi' but there is no actual follow up. I would do a little more research about the person, even after the fact. These days we're quite active on social media so you can say 'I love this Tweet that you did,' or 'I really enjoyed this article

or this interview or this video that you've just done.' So give as many compliments as you can give.

**Jaime:** That's good.

**Edith:** Give compliments and also give, just in general, even though they don't ask for it. I think it's sometimes all about the delight that you and I can give people that sets you apart. It's all about giving because I think every single relationship that you want to keep long term is not about asking for things, it's all about giving something. That's how you maintain a relationship. Don't worry if you can't think of something to say - there is so much online these days, even just looking at somebody's LinkedIn profile and saying 'I really want to pick your brain about this particular company that you've worked with before,' or 'I really want to learn about how you do business development.' There are a lot of topics that you can always start the conversation with.

**Jaime:** Okay, cool. I want to talk about this meeting piece a little bit. It's really great and I hear a lot about giving, and I'm a giver, right? I want to give as much as I can. It's the asking that is sometimes hard for people also. Like you said, asking for stuff is a little bit harder. So let's say you want to meet with someone - you said you can just ask. Do you have any templates or ideas on what we could do? Let's say there's somebody who's pretty high level and you're like 'I would love to chat with them but they're probably too busy for little old me.' How do we get hold of somebody like that?

**Edith:** I think, first off, none of us are 'little old us'. The more amazing entrepreneurs and investors I've met are usually big thinkers and on a high level so you sort of have to pick, like if you're talking to an expert in marketing, of course you should ask a little bit more detail in terms of marketing strategy or tips and tricks on things, but if you're talking to people who are a little bit higher level, in general I like to describe my situation and then say 'I would love to hear your thoughts. What do you think?' Because it's the thought process from very successful people that really counts. If you ask a question that's a yes or no question or true or false then there's nothing for them to expand on. 'Is this good?', 'Yes,' then it's end of story. When I talk to someone I want to learn why you're doing it, who are the right people to do it with, how exactly you're doing it, when, and for how long? These are the main types of questions that you ask but if you're actually talking to people who are a little bit more higher level then always figure out not the how but the why you are doing it - what is your thought process? That is the gold mine of anything, is the why. Everything else is probably Google-able.

**Jaime:** Exactly, right? They're like 'Why didn't you Google that? I'm not Google; don't ask me. Go and Google it!'

**Edith:** You don't want to give someone the impression that you didn't do your homework. If you're seeking advice you want to put the how and the steps in your e-mail and ask yourself whether you're going the right thing, is this the right direction? They want to see your thought process when you're going through this. The framework of how they think is more important than the steps and the details, because everything else you can figure out. It's that part, the juicy detail, that you want to know.

**Jaime:** And that's what mind get somebody who's higher level to actually write you back, because that stuff is interesting to them too. I just asked somebody who I thought was super high level to be on a board of mentors and he was like 'Definitely!' I didn't want to ask him at all because I thought he was too busy and he was like 'Definitely! No problem -

done!' Just asking something simple like that is huge, totally huge, so I think we hold ourselves back and just assume we don't know how to do it. So these tips will help everyone listening to actually start doing this stuff. Like we said in the last interview, as you go through and you keep doing it and people start saying 'Yes' - sometimes you're going to get 'No' and that's okay - but as you keep doing it and you start getting 'Yes' and so much amazing stuff comes from it, you'll learn.

**Edith:** Definitely.

**Jaime:** Thank you so much for coming on today, Edith. Where can we learn more about everything that you've got going on?

**Edith:** I've got another domain which is Edith.co so if you want to learn more about me, just go to that domain. In general I'm very passionate about mobile and Dolphin, which is Dolphin.com. And then Right Ventures - if you're in mobile and you're looking for funding, I'm absolutely happy to talk.

**Jaime:** Nice. Thank you so much for coming on the show today, Edith. I really appreciate it.

**Edith:** Thank you. Thanks, Jaime.