

# Interview Gil Gerretsen

GilTalks.com



- 1) What's the biggest mistake most people make when networking?
- 2) How is networking towards consumers different than businesses?
- 3) How do you manage the public versus the private side of your networking efforts, especially when online?
- 4) Is creating and using a 30-second "elevator speech" a good idea?
- 5) A lot of people call you "Mr. Coffee." Why?
- 6) Does social networking REALLY make money for people?
- 7) You say many people use Linked-In improperly. How do you think it should be used?
- 8) You say business is about relationships. How does that apply to networking?
- 9) To prosper, you say businesses must manage five crucial areas. What are they?
- 10) You often talk about having regular "Hoo Doo" meetings with your key people. What are "Hoo Doo" meetings?
- 11) Do economic conditions change the way marketing is, or should, be done?
- 12) How did your first wife's death from breast cancer change your business?