

The Third Door: The Mindset of Success

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General Ideas

The Third Door Analogy

- Life and success are like a nightclub. It has 3 doors
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| First Door: | Main entrance, where everyone waits in line |
| Second Door: | VIP entrance, where celebrities and millionaires go in |
| Third Door: | The entrance where you have to become creative and sneak into |
- There is always a third door. You just have to become creative

5 Steps

<h3>1. Ditch the Line</h3> <ul style="list-style-type: none">Make a list of people you would like to meet or approachDo a lot of research on the people you want to approachLearn everything you can find about them <p>Introduce yourself with as much credibility as possible, without lying</p> <p>Rather than saying, "Hi, I'm Tim Ferriss, recent college graduate," he could say, "I'm Tim Ferriss, an event producer with the Silicon Valley Association of Startup Entrepreneurs."</p>	<h3>2. Run down the Alley</h3> <ul style="list-style-type: none">Be persistent but don't stress it too much. If they get annoyed, leave them aloneHave a desire, a wish or a dream, you want so bad that it hurtsLook for who people you want to approach go and find ways to get in there to approach themBe consistent and prepare for opportunity to comeThere is no tipping point, only small steps <table border="1"><tr><td>The Flinch:</td><td>The sensation of fear and stiffness, when approaching someone new and powerful. The fear of being rejected or looking dumb.</td></tr></table> <ul style="list-style-type: none">Just tell yourself you are talking to a friend and start talking <h3>Cold Email Template</h3> <p>Dear Mr./Mrs. [Name],</p> <p>I know you're really busy and that you get a lot of emails, so this will only take sixty seconds to read.</p> <p>[Say who you are, establish credibility] [Ask your very specific question.]</p> <p>I totally understand if you're too busy to respond, but even a one - or two-line reply would really make my day.</p> <p>All the best, [your Name]</p> <ul style="list-style-type: none">Don't write that you have something suiting them to offer.Don't assume you know what they want.Don't write "Thanks in advance"	The Flinch:	The sensation of fear and stiffness, when approaching someone new and powerful. The fear of being rejected or looking dumb.	<h3>3. Find your Inside Man</h3> <ul style="list-style-type: none">Look for all people and organizations related to the person and see if you know them or have a way to contact them firstBuild a relationship with them and engage them in your visionAsk them to help you reach the person or put you in contactNever use your phone in a meetingAct like you belong. Don't put people on pedestal stools. Treat them like peersDon't post cool shit on InstagramNever break trust with anyone <ul style="list-style-type: none">Put your credibility into a compelling and engaging story to tell people . What you say does not matter as much as how you say it.Collect momentum and authority to be noticed. Have people, organizations and success associated with you.Don't copy other people's strategies. Find your own ways, inspired by them <h3>Approaching Companies and organizations</h3> <ol style="list-style-type: none">Find out which role is most likely to help you (Marketing Director, Chief of Staff, CTO, ...)Find out who has this position in the companyReach out to them and ask for the specific person <p>"Hi! I'd like to sell you some advertising. Who should I talk to?" "Sorry, we're not interested." Click.</p> <p>He dialed the next one. "Hi, who buys your advertising?" "Oh, our marketing director." "Oh, great! I'd love to talk to them." "Sorry, not interested." Click. Elliott called another . "Hi, who's your marketing director?" "Sarah Smith." "Oh, can I talk to her?" "No." Click.</p> <p>Elliott made a note to call her back. A week later, he called again in his most professional voice and said, "Hello, this is Elliott Bisnow for Sarah Smith, please."</p>	<h3>4. Trudge Through the Mud</h3> <ul style="list-style-type: none">Go the extra mileBe consistentPrepare for it to take much longer, cost a lot more and be more difficult than you expected.If you get stuck, reframe your problem and think of different kinds of solutions.Think of ways to engage with the people you want to approach. Things they would like to have, that you can offer them.Engage with your inside men and befriend them.Prefer face-to-face contact towards email and callingBuild a channel to engage with as many suiting people as possible. Don't focus only on one person.Sort people in a few categories to approach and approach one out of each category first.	<h3>5. Take the Third Door</h3> <ul style="list-style-type: none">Do the hard and uncomfortable thing.Your ability to do things is made possible by being able to do uncomfortable things.Look for long term strategic positioning instead of short term gratification.Research the strengths and weaknesses of your counterparts to a great extent before negotiating with them. Look for their business model, constraints and fears. build your offer around that.Spend as much informal time with them as possible and become their friend. Build trust with them.Swallow your pride and be an intern. Look for everything to learn and prioritize learning.
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