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CHANGING THE WAY  
WE THINK ABOUT  
RELATIONSHIPS.

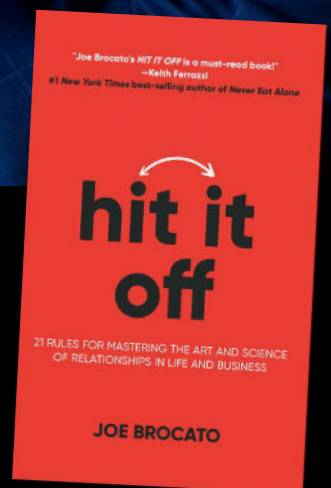
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# JOE BROCATO

*Speaker, Author, Coach & Consultant*

## AUTHOR OF

*HIT IF OFF: 21 Rules for Mastering the Art and  
Science of Relationships in Life and Business*



Joe Brocato is a senior partner with Gozdecki, Del Giudice, Americus, Farkas & Brocato LLP, a prominent Chicago law firm. A serial entrepreneur and investor, he is also the founder of Intense Coaching and Consulting Worldwide, an elite, international life coaching and business development consulting firm; founder of Intense Artist Management, a dynamic and strategic music management company; and co-founder of Devotion City, Inc., which is building the creative industry's largest accelerator. In his various personal and business endeavors, Joe has worked with some of the most prominent individuals and companies in the world.

He is also the author of *happy is cool*: how to ignite the true happiness in you, among other books, and has reached audiences large and small, writing for Forbes.com, Huffington Post, CEO World Magazine, StrategyDriven.com, Chicago Agent Magazine, and Leadership Excellence/HR.com; speaking for a variety of organizations, including Citibank, City of Chicago, Live Nation/House of Blues, Feel Good Health Clubs, Fowler International Academy of Professional Coaching, and FRETZIN, Inc.; and guesting on radio shows, including AM 560 THE ANSWER and Outlaw Radio.

Joe graduated from Loyola University Chicago, where he studied Economics. He received his law degree from Northwestern Pritzker School of Law and served as an editor of the *Northwestern University Law Review*.



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**OUR RELATIONSHIPS  
ARE ONLY AS GOOD  
AS OUR AWARENESS.**

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# AS FEATURED IN

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Forbes

citibank

LIVE NATION

HUFFPOST



CEOWORLD Magazine



## TOPIC #1

### *Applying Critical Thinking and Mindfulness to Relationships*

- Understanding the basics of critical thinking and mindfulness
  - Applying awareness to interpersonal dynamics in a relationship
  - Using science-backed strategies to hit it off with people and develop deep emotional connections that massively enhance relationships
  - BONUS SECTION: Tools and worksheets to implement key concepts
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## TOPIC #2

### *Exponentially Grow and Strategically Manage Your Business Network*

- Understanding and using a "Value Vortex" to strategically build-out your business contacts
- Critically evaluating your business contacts using "Coordinate Relationship Analysis"
- Using the 5 prongs of "Strategic Lead Generation" to efficiently generate more and better business contacts
- Starting and running a business networking group that yields material value to all members
- BONUS SECTION: Tools and worksheets to implement key concepts

### TOPIC #3

#### *Writing a Killer Business Development Plan*

- Writing your vision statement
- Mapping out long-term objectives, short-term goals, and immediate action items
- Building-out an efficient spreadsheet to track business development progress
- BONUS SECTION: Tools and worksheets to implement key concepts



### TOPIC #4

#### *Harnessing Authentic Happiness and Signature Strengths to Maximize Success*

- Understanding the basics of authenticity and authentic happiness
- Setting authentic relationship goals
- Identifying and using positive psychology's signature strength analysis to increase personal and professional happiness
- BONUS SECTION: Tools and worksheets to implement key concepts



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**DON'T JUST BE A  
RESOURCE FOR  
OTHERS. BE THEIR  
SOURCE.**

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**THE QUALITY OF YOUR LIFE IS THE  
QUALITY OF YOUR RELATIONSHIPS.**

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## **7 REASONS TO READ **HIT IT OFF:****

**1**

You'll learn how to naturally hit it off with others.

**2**

You'll learn how to convert a positive first impression into a long-lasting, meaningful relationship that helps you achieve your goals in life and business.

**3**

You'll learn the science behind hitting it off with someone.

**4**

You'll learn how to create unique relationships with people.

**5**

You'll learn what everyone wants—and how to give it to them.

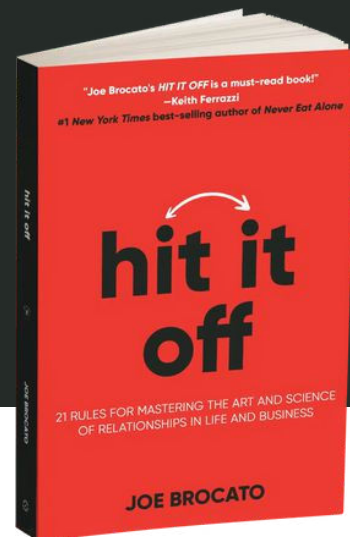
**6**

You'll learn how to walk confidently into any situation and fit right in.

**7**

You'll learn how to be happier.

# Praise for HIT IT OFF



"Joe Brocato's **HIT IT OFF** is a must-read book, packed with compelling scientific research and practical, real-world stories. His 21 Rules will allow readers to hit it off with everyone they meet and develop unique, lasting personal and business relationships."

## KEITH FERRAZZI

*#1 New York Times best-selling author of **Never Eat Alone**, **Who's Got Your Back**, and **Leading Without Authority***

"**HIT IT OFF** reminds me of a beautifully written song that includes all the essential elements of success. Joe Brocato's 21 Rules are like a catchy melody that you'll always remember. The rhythm of how Joe presents each Rule and the science that backs it up will inspire you. And the overall feeling of the book will motivate you to look at relationships with others in a more conscious way. Joe's written a No. 1 hit here!"

## JIM PETERIK

*Songwriter and musician Cowriter of the Grammy Award-winning song "Eye of the Tiger," theme song for **Rocky III***

"One of the key components to success is building relationships. Some people are born with a natural curiosity and the gift of gab. Others struggle when it comes to sparking and keeping a conversation going. Whichever you are, the 21 Rules in Joe's book will make a huge difference, not just in your professional life, but in your personal one as well. The world revolves around people and relationships. Read **HIT IT OFF** and build a better you!"

## ANDREW D. PITCAIRN

*Chair/Director, Pitcairn Family Council*

"Our enduring desire as human beings is to belong—to be deeply connected—to know that we are valued! Joe's concise, researched guidelines will assure that you create an ambience in your relationships where others are visible, heard, and validated! They will come back to you for business! They will stay with you for life!"

## CHER A. GEIGER

*Psy.D. Licensed clinical psychologist*

"As a strategic communications consultant for high-performing CEOs and executive management teams, I am particularly cognizant of the fact that interpersonal and communication skills are necessary for maximum impact and influence. **HIT IT OFF**'s 21 Rules home in on the essence of these skills and will empower you to maximize your personal and professional goals!"

## JENNIFER WOJAN

*CEO/Founder, Capture Communications Group*

"In the world of executive talent, building and developing relationships is at the heart of the matter. Joe provides the perfect playbook with a sense of real authenticity and life experience. We can all use a bit of help sometimes in how we are building relationships. This is a great guide, reminder, and educator. **HIT IT OFF** gives something for everybody."

## ANDREW STONEHAM KNOTT

*CEO, Miramar Global (London)*

“From my first meeting with Joe, I knew that I wanted to be a client of his. He’s smart and savvy with excellent people skills. **HIT IT OFF** embodies his insightful perspective on relationships, with the bonus of terrific personal anecdotes.”

### **VICTORIA SOPIK**

*CEO, Kids & Company (Toronto)*

“Even after a professional football career and 27 years in the insurance and investment business, I’ve never seen all these important relationship-building concepts in one place, backed by science. Joe Brocato’s **HIT IT OFF** is your own personal game plan around important people skills. Joe’s engaging style reminds me of a perfect spiral connecting quarterback and receiver, as they partner toward a touchdown. This book will make a great holiday gift for my adult children and everyone in my network! Absolutely loved it!”

### **BRENT NOVOSELSKY**

*ChFC® Former professional football player, Chicago Bears and Minnesota Vikings, and investment management professional*

“As the founder of Forum, a global peer group of principals and experts drawn from the senior echelons of the business community and family offices, I am particularly sensitive to the concept of meaningful relationships among people from around the world. **HIT IT OFF** is a literal map for navigating the essential skills with people you will need to achieve your goals in life and business.”

### **SIMON JACOT DE BOINOD**

*Founder, Forum (London)*

“**HIT IT OFF** elevates relationship science to a new level. Joe Brocato uses empathy as a tool to build successful business relationships.”

### **CAREN YANIS**

*Principal, Croland Consulting, LLC*

“Joe Brocato’s book **HIT IT OFF** is a succinct extrapolation of and “how to” guide to building lasting business relationships. Without a solid business relationship database, it is difficult to succeed in any endeavor. Joe’s distilled playbook on building relationships is a must-read for everyone who values having a deep experiential pool at the ready.”

### **TONY BEYER**

*Owner and President, Tek Pak, Inc., and Chicagoland Entrepreneur of the Year*

“Working in strategic communication between Asia and the Western world, my goal is to facilitate meaningful connections between people of different cultures. Empathy, trust, and conscious listening are key in order to learn about different viewpoints and create deeper understanding. Meaningful relationships are the foundation for long-lasting opportunities. Joe’s experience and **HIT IT OFF**’s 21 Rules will provide great insights and surely help you connect with other people in more meaningful ways.”

### **STEFAN PELLECH**

*CEO/Founder, Sinotan (Mainland China)*

“Joe Brocato’s **HIT IT OFF** is a direct, clear, and compelling read that dives deep into the essence of what makes business grow and life meaningful—the cultivation of real, deep relationships. For those striving to grow their business or who are curious to connect with others on a deeper level, this is a must-read!”

### **MICHAEL CKLAMOVSKI**

*President, Northern California at Northern Trust*

“**HIT IT OFF** reminds us that the best way to build meaningful and long-lasting relationships is to truly care about the other person’s success and well-being.”

### **JACK DOWNING**

*Assistant Vice President, Marsh USA, Inc.*

"As a career relationship manager and mother of three, Joe's 21 Rules to "hit it off" provide an easy-to-use framework to develop mutually beneficial relationships in business and in life generally. Just like the works of Zig Ziglar and Dale Carnegie, **HIT IT OFF** is a must-read! I'm excited to share this handy guide with my team at work and my family!"

**LAURA S. COLLINS**

*CCIM Senior Director, Asset Management and Advisory,  
Westmount Realty Capital*

"Joe's **HIT IT OFF** is right on point. It's all about building relationships. The longer and deeper, the better. It's about building trust. Good relationships build trust. Following Joe's mantra and listening, you'll find that you don't need to 'sell' services, you'll provide solutions. Many of my business relationships became personal relationships—a deeply rewarding part of life and business."

**BARRY M. MASEK**

*CPA Partner Emeritus, Baker Tilly US, LLP and former  
Illinois Regional Assurance Leader and Sales Leader*

"**HIT IT OFF** is a great playbook for establishing, developing, and furthering relationships of all types. Joe Brocato's 21 Rules are a wonderful compendium to the reader who is looking for personal and professional enrichment through his or her relationship with others. Joe presents each Rule with scientific research to further underscore the efficacy of the 21 Rules. A wonderful motivational book focusing the reader on ways to develop meaningful relationships with others. An absolute must-read."

**TIM LAVENDER**

*Partner, National Law Firm*

"Building really enjoyable and highly profitable business relationships is both an art and a skill. You will find no better guide than Joe Brocato. He has walked his talk, doing this at every level for over thirty hard-earned years. Follow the nuance and detail to his rules and his genuine love of people, and you will be astonished by the rewards!"

**MATT ANDERSON**

*Author of Fearless Referrals and President of Breakthrough  
Bound*

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**BE MINDFUL OF THE  
MOMENT FOR IT JUST  
MIGHT BE WORTH  
REMEMBERING.**

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I currently work as a Senior Wealth Advisor with a team that communicates and consults with clients. Our team oversees and manages ongoing wealth consulting relationships, and we build and maintain relationships with private capital managers, third-party vendors, and partners. Additionally, our team proactively contacts existing and prospective clients, and we attend networking events. Joe has coached me in developing my approach when networking and meeting individuals virtually or face to face. We worked together to create my introduction to others and understand the value of hearing other people's stories.

During our time together, Joe has been instrumental in my being able to analyze my strengths and weaknesses and build upon those strengths to form lasting relationships both professionally and personally. Joe has assisted me in identifying my passion, working toward self-discovery and self-awareness - basically, tapping into why I do what I do. Together, we have pinpointed the areas that required change for me to become successful, how to build confidence by creating a plan of action, and identifying what sets me apart from other people.

My time with Joe has been a tremendous value add to my skills as a wealth advisor, and in my connections with people in general. I am truly grateful for the time we spent together.

—Christine Norkaitis, Senior Wealth Advisor

Joe's coaching has been invaluable to me as a seasoned professional. His practical tools, coupled with the scientific research to back them up, has given me the game plan tools around which I can best establish new relationships and deepen those I already have.

As an investment professional, my relationship with my clients is everything. Whether I am working with an individual managing their personal portfolio or a company's executive in maximizing tax efficiencies in a 401(k) plan, I am critically sensitive to the type of relationship I have with my clients. They expect and deserve the very best relationship and I do everything I can to provide that.

The mindful way Joe approaches relationships has given me a new perspective on how I navigate through a very competitive industry, allowing me to have more confidence with clients and maximizing the likelihood of achieving success for my clients and, in turn, exponentially growing my business.

—Gene Witt, CFP, Investment Advisor Representative



# Coaching

# Praise

The benefits from Joe's coaching on business development were practically immediate. For example, his creative CRM tool, the "Value Vortex," helped me understand new ways I can connect people in my network to each other and grow with those people as they advance professionally. Mastering the art of connecting allows me to accelerate the expansion of my business network of contacts and relationships—who are all referral sources and/or potential clients.

Joe also empowered me to not only set more aggressive and measurable business development goals in line with my practice areas, but also to more meaningfully categorize goals into multiple tiers, including immediate actions. By focusing on those immediate action items, Joe has helped me avoid stagnation and focus on confidently pursuing my goals.

Perhaps most impressive is Joe's ability to help me prioritize maximizing the value of my relationships. He has emphasized to me the importance of high-value relationships where both people are invested in bringing value to the relationship. By identifying these relationships and working to improve them, Joe has helped me identify high-value relationships which has materially enhanced the quality of the people in my orbit and allows me to be most efficient in the allocation of my time as well as my financial and other resources.

Bottom line: Joe has set me up for massive success in my profession because a critical part of that success will be generating legal work for my law firm and doing excellent legal work for the very best clients!

—Ryan F. Manion, Attorney

# Podcast PRAISE



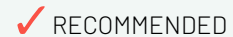
What are podcast hosts looking for in their amazing guests? For me and my audience, it's energy, expertise, and someone who can make things simple and clear for my listeners. In running the BE THAT LAWYER podcast for over three years now (and with over 370 episodes) I can say with great confidence that Joe Brocato was one of the best guests I've ever had on my show.

The beauty of interviewing Joe is that it never feels like a stale Q & A, but rather an engaging conversation between two friends. His warm and friendly demeanor helped with this. Additionally, he walks the walk. The subjects we discussed, like effective networking and relationship building, for example, are the accumulated life experiences that he has molded into best practices that can be learned by others. He loves to share his mistakes and successes to get his lessons across in a way that professionals can internalize and actually use in their day-to-day lives.

I highly recommend Joe Brocato to other podcast hosts who are hungry for talented guests who can bring up the energy and impress their listeners.

**- STEVE FRETZIN**

FOUR-TIME AUTHOR, PODCAST HOST OF  
BE THAT LAWYER AND LEGAL BUSINESS  
DEVELOPMENT COACH FOR LAWYERS



Joe is a must-have guest on your next podcast or for your next speaking engagement! He's engaging, approachable and someone you just want to learn from. Our audience loved Joe!

HIT IT OFF is a must-read, listen and apply for anyone involved with any human interaction. Relationships are complicated, and Joe makes them seem less complex and overwhelming. Everyone walks away with something they can do today!

**- SARAH JOHNSON DOBEK**

FOUNDER & PRESIDENT,  
INOVAUTUS CONSULTING







PARTNER WITH  
**JOE**  **Nasdaq**  
**BROCATO**



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