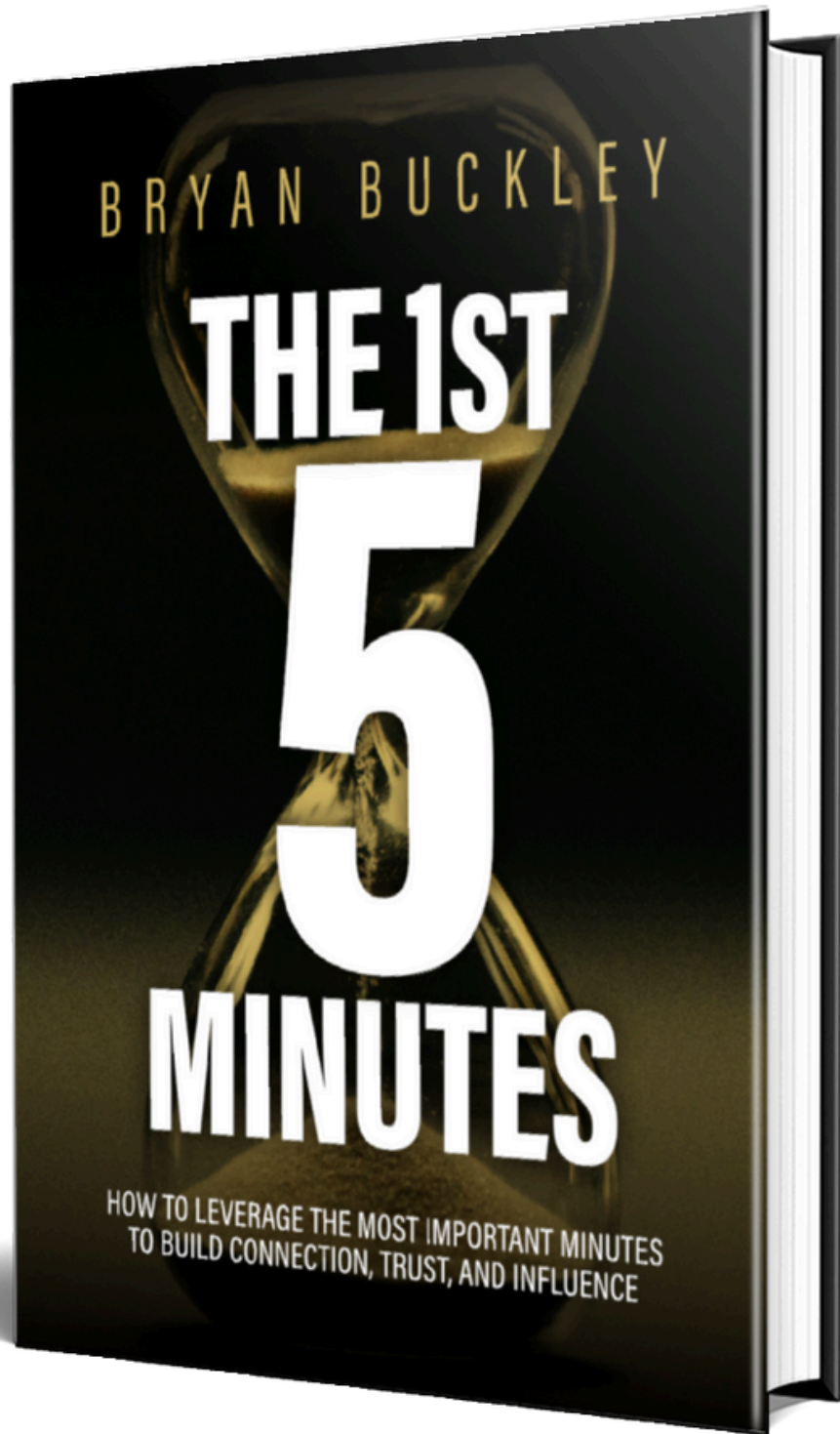


THE 1ST 5 MINUTES:

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

BY BRYAN BUCKLEY



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THANK YOU!

Hey friend,

Thanks for your willingness to consider the 1st 5 Minutes Book Launch Team! I'm honored by your involvement.

My new book, *The 1st 5 Minutes*, comes out on January 26, and I'm putting together a small group of early readers to help me get some momentum on Amazon.

Here's all I'm asking:

1. **Preorder the book for 99 cents.** Preorders help with Amazon hype and rankings and your copy will show up automatically on launch day so you will not need to buy it again. The link is live now to purchase for 99 cents.
2. **Read the one-page summary if you're short on time.** You can also download the full PDF if you want the complete version. The book is a very short read so I want to make this as simple as possible for you.
3. **Leave a quick review on January 26.** Just a couple sentences about what stood out to you is perfect.

I put everything on this on simple pdf to make it easy, and it includes:

1. One-page 30,000 foot view summary
2. Eight-page complete summary by book sections
3. Key Quotes to use in your review if interested
4. Sample reviews for ideas
5. Write your review asap, then post it on January 26 when the Kindle version goes live. It is available now for preorder at 99 cents and will also be 99 cents during launch week.

Remember, pre-order the Kindle version for 99 cents right away then choose to read the summary option or the full book, which is an easy 100+ page book to write the review.

Thanks so much for your support and taking the time for me to make this happen. It means more to me than you even realize. Truly grateful!

Same Side,
-Bryan

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THE 1ST 5 MINUTES:

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

By Bryan Buckley

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.



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Tips for writing valuable reviews:

- Don't worry about writing a long review.
- Focus your review on the book, not the author.
- Share what stood out most to you
- Explain how you plan to use what you learned

READY TO LEAVE A REVIEW?

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Or, keep scrolling if you want a deeper look inside the book...



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BOOK SUMMARY

INTRODUCTION: STOP WASTING THE MOST IMPORTANT 5 MINUTES OF EVERY CONVERSATION

Every business interaction starts with the same opportunity: the 1st 5 minutes. Yet most people either talk too much, sell too soon, or walk in without a plan. *The 1st 5 Minutes* flips that script. Instead of rushing to impress or close, you focus on connection first—because trust beats talent every time. The book introduces a simple, repeatable framework to help you confidently read the room, build rapport fast, and move naturally from communication to conversation to connection. When you stop winging those moments and start owning them, everything changes.

THE MINDSET OF AN ELITE BUSINESS CONNECTOR

Elite Business Connectors think differently. They know connection is leverage—the gateway to trust, and trust is the currency of influence. With a growth mindset, they treat every interaction as practice, prepare instead of winging it, and constantly refine their craft. They understand that first impressions are formed in a tenth of a second and that people decide almost instantly whether they can trust and respect you. Elite Connectors don't chase charm—they choose intentionality. They prepare, observe, and improve with every conversation.

BEFORE THE CLOCK EVEN STARTS — WIN THE CONVERSATION BEFORE IT BEGINS

Preparation is the first habit of an Elite Business Connector. Just like athletes warm up before the game, professionals should “Pre-Read the Room” before walking into a meeting. That means researching the person and company, finding key intel, and identifying natural talking points. This quick pre-game ritual calms nerves, boosts confidence, and gives you an instant advantage. When you walk in already informed and intentional, you don't just start strong—you start prepared to connect.

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PART ONE — THE 1ST MINUTE: THINK PERSONAL

The first minute of any business conversation is your chance to create instant impact. It's not about pitching—it's about connecting. Most people waste this time on autopilot small talk or jump too quickly into selling. Elite Business Connectors do the opposite. They approach the first 60 seconds with purpose: to make it personal by noticing, engaging, and remembering.

This moment is where connection begins and mastering it gives you an advantage that few ever realize let alone implement.

READ THE ROOM — THE UNFAIR ADVANTAGE OF SEEING WHAT OTHERS MISS

Connection starts with awareness. To “Read the Room,” you develop Observational Intelligence (OQ)—the ability to notice, interpret, and draw meaning from what's happening around you.

Instead of rushing into conversation, you scan for details: what someone is wearing, carrying, showing, or sharing. These cues reveal interests, values, and personality traits that create natural openings for connection.

Reading the Room transforms you from passive participant to proactive connector—and it's the first skill that separates average communicators from elite ones. The ultimate goal is defining our Lead Talking Point (LTP) before we ever say our first word.

BEGIN THE BANTER — HOW TO MAKE YOUR OPENING COMMENT RESONATE

Once you've noticed something meaningful, it's time to begin the banter. Banter is not random small talk—it's strategic conversation designed to break the ice and spark comfort quickly.

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The key is to lead with something personal, safe, and specific—your Lead Talking Point (LTP). This could come from your pre-meeting research (“I saw you recently ran a marathon—congratulations!”) or real-time observation (“That’s a great view—do you work downtown often?”).

Humor helps here, too: authentic levity makes people relax and builds rapport. Banter creates a rhythm—a conversational back-and-forth that signals warmth, curiosity, and presence. When done right, it turns an introduction into a genuine human moment and opens the door for deeper connection because we’re making it more about them than us and looking for quicker connection.

NAIL THE NAME — BECAUSE “HEY, YOU” ISN’T GOOD ENOUGH

Names matter more than most people realize. Remembering and using someone’s name is one of the simplest—and most powerful—ways to show respect. Yet most professionals forget them within seconds because they’re distracted, unprepared, or focused on what they’ll say next.

To fix that, Nail the Name introduces the “Three-Peat Rule”—say the person’s name at the beginning, middle, and end of your first exchange (“Great to meet you, Jeff... That’s a great point, Jeff... Glad we connected, Jeff”).

Ask for spelling or origin stories, and if you forget, own it graciously: “Please remind me of your name.” This shows care rather than neglect. Dale Carnegie was right—someone’s name is the sweetest sound in any language. Using it sincerely strengthens connection, memory, and trust from the very start.

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PART TWO — THE MIDDLE 3 MINUTES: THINK PROFESSIONAL

After establishing personal rapport in the first minute, it's time to shift the conversation from personal to professional. This is where most people lose momentum—either lingering too long in small talk or jumping straight into a pitch.

The Elite Business Connector takes a different approach, using these three minutes to go ALL In: Ask, Listen, and Learn. These steps build trust, demonstrate credibility, and uncover valuable insights about the person or business before any solution is ever mentioned.

When you master this middle stretch, you transform polite conversation into meaningful connection and set the stage for long-term influence.

ASK — USE QUESTIONS TO BUILD TRUST AND IGNITE CONNECTION

Elite Business Connectors know that the fastest way to build rapport is to show genuine curiosity. In the “Ask” stage, you lead with Curious, Continual, and Clarifying questions that shift the spotlight to the other person.

Curious questions (“How did you get started in your role?” or “What’s been the highlight of your week?”) open the door.

Continual questions, guided by the Two Question Minimum (2QM) rule, prove that you’re not just following a script—you’re truly interested.

Clarifying questions dig deeper, confirming what you’ve heard or connecting back to your pre-meeting research (“I saw you’ve been with the company 10 years—what’s kept you there?”).

Asking thoughtful questions builds trust, uncovers needs, and sends a clear message: I care more about understanding you than talking about me.

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LISTEN — LESS MOUTH, MORE EARS

The most overlooked communication skill is also the most powerful: listening. In the “Listen” stage, you silence distractions and focus completely on the other person. Elite Business Connectors understand that most people don’t just listen to understand—they listen to respond.

You’ll learn to do the opposite: maintain eye contact, use body language that signals attention, and embrace short pauses to show presence. This shift from hearing to active listening transforms how others perceive you. It builds credibility and trust because people feel heard, valued, and respected.

Research proves that great listeners are rated as more likable and competent—so when you listen well, you gain influence without saying a word.

LEARN — THE INTEL ADVANTAGE

Every great connector treats conversation as a source of intelligence. In the “Learn” phase, you process what’s been shared to understand the person behind the position. You’re listening for two things: who they are (personality, preferences, values) and how they work (communication style, decision-making, timing).

Elite Business Connectors capture this intel—mentally or in notes—so they can use it later in follow-ups, references, or future meetings. Remembering that someone’s daughter had a volleyball tournament or that they prefer text over email may seem small, but it’s rare and unforgettable. This is what turns rapport into relationship.

The Learn step is your advantage—proof that connection isn’t about charm; it’s about care and follow-through.

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PART THREE — THE LAST MINUTE: THINK PROBLEM

The final 60 seconds of the 1st 5 Minutes are where connection turns into clarity. You've built personal rapport and professional trust—now it's time to pivot to the purpose of the interaction.

This is where most people get it wrong: they rush into selling, assume they know the problem, or end the meeting without direction.

The Elite Business Connector takes a different approach. The goal isn't to pitch; it's to surface the real problem the other person faces and create alignment around it. By staying calm, curious, and clear, you earn the right to move the conversation forward naturally—without ever feeling pushy or transactional.

THREE PITFALLS — WHAT TO AVOID IN THE LAST MINUTE

In this stage, awareness is everything. There are three traps that can sabotage all the progress you've made.

1. **Assuming You Already Know the Problem** – Experience can make you overconfident, but assumptions kill connection. Instead of jumping to conclusions, ask clarifying questions to confirm what's really happening.
2. **Waiting for Them to Tell You** – Most people won't hand you their challenge on a silver platter. It takes trust and intentional questions like, "What's been most frustrating in your role lately?" or "If you could fix one thing right now, what would it be?" to draw it out.
3. **Feeling Awkward Asking** – Many professionals hesitate to ask direct questions about pain points. But when you've earned trust, these questions signal that you care about helping, not selling.

Avoiding these pitfalls keeps the conversation focused, professional, and human—creating space for real discovery instead of premature pitching.

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THE TWO-STEP APPROACH — WHY CLARITY WINS BEFORE THE PITCH

Once you've uncovered the core issue, the Two-Step Approach provides your bridge to clarity.

Step 1: Repeat the Problem.

Use the phrase, "If I'm hearing you correctly..." and restate their challenge in their words. This ensures accuracy, builds confidence, and proves you've listened. Reflective listening is powerful—it helps people feel understood and valued.

Step 2: Transition to the Solution.

After confirming the problem, move naturally to how you can help. No hard pivot, no pressure—just a smooth, confident transition. Before you do, let them feel the weight of the problem through follow-up questions like, "What's the cost of leaving this unresolved?" or "How is this impacting your team?" When the problem is clear and personal, your solution feels inevitable rather than intrusive.

This two-step flow—clarity before pitch—keeps your tone consultative, not salesy, and positions you as a trusted advisor.

5 MINUTES+ — CARRY CONNECTION BEYOND THE OPENER

The 1st 5 Minutes aren't the finish line—they're the launchpad. The 5 Minutes+ mindset means carrying the same intentionality, curiosity, and connection throughout the entire meeting.

Keep asking questions, keep listening, and keep learning in real time. Avoid switching from authentic to robotic the moment business begins. Consistency builds credibility. Research shows that most buying decisions are influenced more by how people feel during the interaction than by the details of your product or service.

The message is simple: maintain connection beyond the opener, and the rest of the conversation will take care of itself. The 1st 5 minutes earn you attention—what you do afterward earns you trust and opportunity.

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CONCLUSION — YOUR NEXT CONNECTION STARTS NOW

Mastering The 1st 5 Minutes is just the beginning. If you're ready to help your sales team, leaders, or organization transform every business conversation into a moment of connection, trust, and influence—I can help.

Through keynotes, workshops, and customized training built around The 1st 5 Minutes Framework, I teach professionals how to connect at an elite level from the very start.

To keep sharpening your skills, read *Elite Business Connector: How to Develop and Master Business Social Skills*—it's the next step in building deeper relationships that drive results.

And for ongoing insight and stories from top professionals, tune into The Elite Business Connector Podcast, where we dive into the real strategies, conversations, and habits that help you connect better every single day.



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THE FRAMEWORK



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KEY QUOTES TO USE IN YOUR REVIEW

“ CONNECT—DON'T SELL—IN THE 1ST 5 MINUTES. BECAUSE THE LONG-TERM RELATIONSHIP ALWAYS MATTERS MORE THAN THE SHORT-TERM SALE.

- Introduction – The Big Idea ”

“ ELITE BUSINESS CONNECTORS DON'T TALK TO IMPRESS—THEY TALK TO CONNECT.

- Introduction – The Big Idea ”

“ ASK LESS TO IMPRESS—ASK MORE TO UNDERSTAND.

- Part Two: Ask – Humble Inquiry ”

“ HOW YOU INTERACT IN THE FIRST FIVE MINUTES WILL MAKE OR BREAK YOUR OPPORTUNITY FOR A LASTING CONNECTION. AND IN BUSINESS, CONNECTION IS LEVERAGE.

- Mindset of an Elite Business Connector ”

“ ELITE BUSINESS CONNECTORS DON'T WING IT—THEY PREPARE. THEY DO THE LITTLE THINGS THAT MAKE A BIG DIFFERENCE BEFORE THE CONVERSATION EVEN STARTS.

- Before the Clock Even Starts ”

“ PEOPLE DON'T REMEMBER WHAT YOU SAID AS MUCH AS HOW YOU MADE THEM FEEL IN THOSE FIRST FIVE MINUTES.

- Introduction – Connection Over Communication ”

“ THE 1ST 5 MINUTES EARN YOU ATTENTION—BUT THE NEXT 5 MINUTES+ EARN YOU TRUST.

- Part Three: 5 Minutes+ ”

“ THE DIFFERENCE BETWEEN AVERAGE AND ELITE IS WHAT YOU DO IN THE FIRST FIVE MINUTES.

- Conclusion – The Power of Intentionality ”

“ LISTENING IS THE FASTEST WAY TO EARN SOMEONE'S TRUST—AND THE EASIEST WAY TO LOSE IT IF YOU DON'T.

- Part Two: Listen – Active Engagements ”

“ DON'T WING THE CONVERSATION AND HOPE FOR MAGIC—WALK IN READY TO MAKE IT HAPPEN.

- Before the Clock Even Starts – Pre-Read the Room ”

“ EVERYONE GETS THE SAME WINDOW—ROOKIES, VETERANS, EVEN THE BOSS. THE QUESTION IS SIMPLE: DO YOU LOSE THOSE FIVE MINUTES—OR LEVERAGE THEM?

- Introduction ”

“ PREPARATION CREATES CONFIDENCE. CONFIDENCE CREATES CONNECTION.

- Before the Clock Even Starts – The Pregame Advantage ”

“ WHAT HAPPENS IN THE FIRST FIVE MINUTES DETERMINES WHAT'S POSSIBLE IN THE NEXT FIFTY.

- Introduction – The Promise ”

“ THE 1ST 5 MINUTES AREN'T ABOUT BEING INTERESTING—THEY'RE ABOUT BEING INTERESTED.

- Introduction & Mindset themes ”

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SAMPLE REVIEWS

NEED HELP FINDING THE WORDS?

See some sample reviews...

★★★★★ **Game Changer for Business Conversations**

As a sales manager, I've read plenty of "soft skills" books, but The 1st 5 Minutes is in a league of its own. Bryan breaks down exactly what to do before, during, and after the opening moments of any business meeting. I used one of his "banter" techniques last week and closed the deal.

★★★★★ **The Perfect Blend of Research and Real Talk**

Most books either feel too academic or too fluffy. Bryan strikes the perfect balance backed by research but written in a voice that feels like a coffee chat with a trusted mentor. I already recommended it to my business networking group.

★★★★★ **My Biggest Takeaway: Connection Before Content**

This book flipped how I open every meeting. Before, I jumped straight into details. Now I slow down, get personal first, and trust builds fast. Bryan's examples like his OQ concept gave me tools I could use immediately

★★★★★ **From Forgetting Names to Nailing Them**

I used to forget names five seconds after introductions. Bryan's Three Peat trick fixed that instantly. People actually comment now that I'm good with names. Small shift, huge impact.

★★★★★ **Fun, Fast Read That Actually Stuck**

Most business books lose me after chapter two. This one didn't. It's funny, relatable, and packed with practical advice. I keep it on my desk and review the 1st Minute checklist before big meetings.

★★★★★ **Helped Me Show Up With Confidence I Didn't Know I Had**

I've always struggled with the first few minutes of conversations, especially with new clients. This book gave me simple shifts that made a huge difference. Reading the room, using small moments to build rapport, and slowing down at the start helped me feel more grounded and confident. People respond to me differently now.

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WHAT YOU THINK!**

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