

GET IN

AT 16

NFL

ENT AT 17

MICROSOFT AT 18

PER AT 19

WSJ AT 20

FREE GUIDE

THE ROOM

The 5 Rules That Got Me Into Every Room

I Had No Business Being In.

The phone call

That ended chemistry class and started a career

The Hellcat

When an NFL player pulled up to your house

Super Bowl

Radio Row credentials at 19 years old

The bridge you save

Is always worth more than the point you prove

BY MAX CAROZZA · OVERNITE GROWTH · FEATURED IN WALL STREET JOURNAL

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BEFORE WE START

I'm 20 years old.

I have no business writing this guide.

Except I've been in rooms most people spend their entire careers trying to reach — not because I was born into the right family, paid my way in, or got lucky. I figured out how access actually works. Here's my real timeline:

13

YOUTUBE

Started from zero on an iPod. No budget. No audience. Just showing up.

14

\$350 LOAN

Borrowed money, built 10K+ Twitch following, six figures streaming, solo P&G deal.

15

MANAGEMENT

Left streaming. Moved into gaming org management. Working alongside major artists.

16

COO

Became COO of an NFL player's gaming org. Flew to Florida. That same player later pulled up to my house in a Hellcat.

17

SPORTS CO.

Marketing Coordinator at a pro sports agency. Real NFL clients. Real campaigns. Still in high school.

18

MICROSOFT

Led creative direction on \$300K+ Microsoft campaigns. Set up a Pro Bowl WR's streaming operation.

19

SUPER BOWL

NFL Marketing Agent credentials. Radio Row. NFLPA VIP. Launched Overnite Growth.

20

WSJ

Featured in the Wall Street Journal. Still building.

"Every single door I walked through — someone who already had trust opened it for me. I never cold outreached once."

Build Something Real Before You Meet Anyone

"Nobody opens doors for fans. They open doors for people who bring value."

THE STORY

When I was 14, I didn't try to meet anyone famous. I built a Twitch following to 10,000+ and negotiated a solo Procter & Gamble deal — one of the biggest consumer goods companies in the world — by myself. No manager. No adult. Just leverage I had built.

By 15, when I entered management, I had something real to show. I wasn't a kid who wanted to be in the business — I was already in it. When I got in front of a major artist, I didn't pitch myself. I showed what I'd built. That was all it took.

THE PRINCIPLE

The mistake most people make is trying to reach high-level people before they have anything to offer. Every high-value person asks — whether they say it or not — 'What do you bring?' Build first. Access follows.

YOUR MOVES:

→ Build visible proof

A following, a portfolio, a result, a product. Something real and findable online.

→ Create before you network

Spend 80% building, 20% meeting people. Not the other way around.

→ Make it Googleable

Your Instagram, LinkedIn, X — they should all confirm the same story.

→ Solve a real problem first

Ask: who actually needs what I do? That's your first target.

REMEMBER:

If the person you want to meet searched your name right now — what would they find? That answer tells you if you're ready.

Never Go After The Big Fish

"Trust is the currency of access. And trust travels upward."

THE STORY

Every high-level connection I've made started with someone much closer to my level than the person I actually wanted to reach. I call it the Warm Chain.

I didn't reach a major recording artist by DMing him. I signed the top creators who played on his server to my org — people he already trusted. When they introduced me, I wasn't a stranger. I was someone his people vouched for.

I didn't cold email an NFL agent. An NFL player I'd built real trust with made the introduction. I walked in warm. Not cold. The difference is everything.

THE PRINCIPLE

Every high-value room has gatekeepers — not security guards, but people. They let in people their trusted circle vouches for. Your job isn't to hack past the gatekeeper. It's to become genuinely valuable to someone in that circle first. Cold outreach fails because you're a stranger. Warm chains fix that.

YOUR MOVES:

→ Map the chain

Who knows your target? Who knows that person? Start there, not at the end.

→ Deliver real value first

Become indispensable to the bridge person before asking for anything.

→ Target the first domino

Stop focusing on the end goal. Focus on the first accessible bridge person.

→ Let them introduce you

Never push for it. When they trust you fully, they'll bring you in naturally.

REMEMBER:

Map the 3 people between you and your target. Work backwards. The first accessible person is your real starting point.

When You Get In The Room — Deliver.

"Getting in is 10% of it. What you do when you're there is everything."

THE STORY

I was 16 when I flew to Florida to manage a live gaming event with 10 content creators. No real production experience. Youngest person there by a decade. Every room I walked into, people were skeptical.

I didn't prove myself with words. I worked. I handled what needed handling. I didn't complain. I didn't ask for credit. I made the NFL player I worked for look good in front of his people.

That performance turned a trial into a two-year working relationship. When he later pulled up to my house in a Hellcat — that was a callback. People call back the ones who delivered.

THE PRINCIPLE

Most people treat getting in the room as the finish line. It's the starting gun. Your first opportunity is a test — and most people fail it by trying to be impressive instead of indispensable. Make the person who brought you in look like a genius for doing it. Everything else is secondary.

YOUR MOVES:

→ Make your sponsor look good

Their reputation is on the line. You're there because they vouched for you.

→ Never complain, never brag

Quiet competence is 10x more memorable than loud effort.

→ Solve problems before asked

The best people in any room anticipate what's needed before it becomes an issue.

→ Follow up with something useful

Within 24 hours. Not a thank-you note — something that moves the work forward.

REMEMBER: *Be so quietly competent that people can't imagine the room without you. That's how you get invited back — and up.*

Never Burn A Bridge.

"The people who burned me most are the ones who called me back most."

THE STORY

I've been underpaid. Pushed out. Had credit taken from me. Had people in positions of power lie to protect themselves at my expense. Multiple times. Different situations. Same pattern.

Every time, I stayed composed. Exited cleanly. Kept the door open — not because I was a pushover, but because I understood that in a world built on relationships, burning a bridge doesn't close one door. It closes every door connected to that person's network.

The gaming org dissolved. An early NFL relationship got rocky. Every one of those people is still in my orbit today. Still calls. The long game always beats the reactive move.

THE PRINCIPLE

Burning bridges feels powerful in the moment and costs you enormously over time. Sports and entertainment — and most high-value industries — are much smaller than they look. Your reputation travels faster than your resume. The move when things go badly isn't revenge. It's composure, a clean exit, and an open door.

YOUR MOVES:

→ Exit with class, say almost nothing

When things go wrong, your silence is your most powerful statement.

→ Never bad-mouth in your industry

Publicly criticizing someone you worked with costs you more than it costs them.

→ Stay visible to everyone

Keep following them. Keep building publicly. Let them watch you win.

→ Receive the callback with grace

When they reach out again — be warm, not resentful. They always come back.

REMEMBER:

Every relationship that fell apart came back. Every bridge I kept open eventually led somewhere I needed to go.

Stay Visible. Stop Chasing.

"I don't follow up. I stay worth finding. They always come back."

THE STORY

This is the most counterintuitive rule in this guide — and the one that has paid off most consistently.

After every relationship goes quiet — and they all go quiet eventually — my move is not to reach out and remind people I exist. My system is to stay so consistently active and visible that they think of me on their own.

Every major person I've worked with follows my Instagram. They watch my stories. They see me building things, traveling, growing. When something comes up in my lane — and it always does — I'm the first person they think of. Not because I followed up five times. Because I never stopped showing up in their feed.

THE PRINCIPLE

Chasing people lowers your value. Every 'just checking in' message signals you need them more than they need you. The alternative is building a life so interesting that people naturally stay aware of you. Social media, used correctly, isn't a broadcast tool. It's a passive relationship maintenance system.

YOUR MOVES:

→ Post the journey, not just wins

The building process keeps people watching. The trophy ends the story.

→ Engage with their content too

Show up in their world, not just yours. Real engagement isn't strategic.

→ Make sure everyone important follows you

Every person you've worked with should be connected on at least one platform.

→ Respond fast when they reach out

Speed signals respect. Be easy to work with before the work even starts.

REMEMBER:

The goal isn't to be top of mind by following up. It's to be top of mind by staying worth watching.

This guide gave you the 5 rules. Rules without stories are just words.

Every one of these rules came from a real situation — real people, real stakes, real consequences. The details of how they played out: the exact conversations, the moments where I almost got it wrong, the way trust transferred — that's where the actual learning lives. The full course takes you inside every major room I walked into between 14 and 20.

WHAT'S IN THE FULL COURSE:

MODULE 01

Build Something First

Identify your value and position it before you ever approach anyone.

MODULE 02

The Warm Chain

The exact process I used to get introduced to every high-level person in my career.

MODULE 03

Show Up & Deliver

How to perform when the room is watching. How to become irreplaceable fast.

MODULE 04

The Long Game

How I handled being burned, underpaid, and pushed out — and why they all called back.

MODULE 05

Stay Visible

My passive visibility system for staying top-of-mind without ever chasing anyone.

READY TO GET IN THE ROOM?

Get the full course — \$97

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