

Conversation Kickstart Cards

(Bonus Resource for “Connection by Design”)

Host Guidance

This event isn’t about random mingling or polite small talk. Every introduction is intentional, designed to connect the right people for real opportunities.

Before the event, review the Guest List Tracker and each participant’s “Most Wanted to Meet” notes. As a host, your role is to:

1. **Create the opening** for two people to connect.
2. **Frame the introduction** in a way that makes the shared value crystal clear.
3. **Step back** so they can build the relationship and explore opportunities.

Printable Card Sections

Set 1: For Prospects (Get them talking about their current priorities and challenges)

- “What’s a big win you’re working toward this quarter?”
- “What’s a challenge that’s slowing your progress right now?”
- “If you could wave a magic wand and fix one thing in your business, what would it be?”
- “What’s the next big milestone you’re aiming for?”

Set 2: For Referral Partners (Find out who they serve and how to help them connect)

- “Who’s your ideal client right now?”
- “What’s the most valuable introduction I could make for you this month?”
- “What industries or situations are a perfect fit for your expertise?”
- “How do you like people to introduce you to a potential client?”

Set 3: For Mixed Groups (Spot overlaps and mutual opportunities)

- “What project are you most excited about right now?”
- “Who in this room would be most valuable for you to meet today?”
- “What’s a recent success story you’re proud of?”
- “What type of opportunities are you looking to create before the year ends?”

💡 **Host Tip:** Reference the Guest List Tracker and use the “Why” section to introduce people with a clear, specific connection. For example:

“Sarah, I know you’re looking for a marketing partner in manufacturing — meet Alex, he’s worked with three mid-market manufacturers this year and specializes in B2B lead gen.”