

How Connectioning works

A guide for partners, collaborators, and anyone building with us

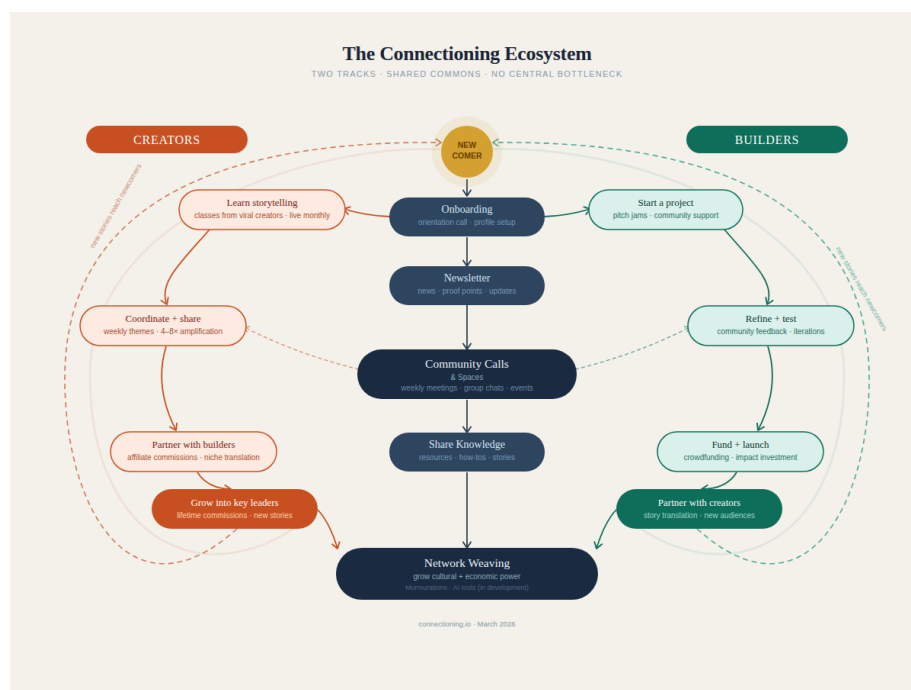
What we're building

There are 300+ movements globally already building a better economy. Cooperatives, community land trusts, mutual aid networks, community banks, social enterprises. They work. They're proven. Most people have never heard of any of them.

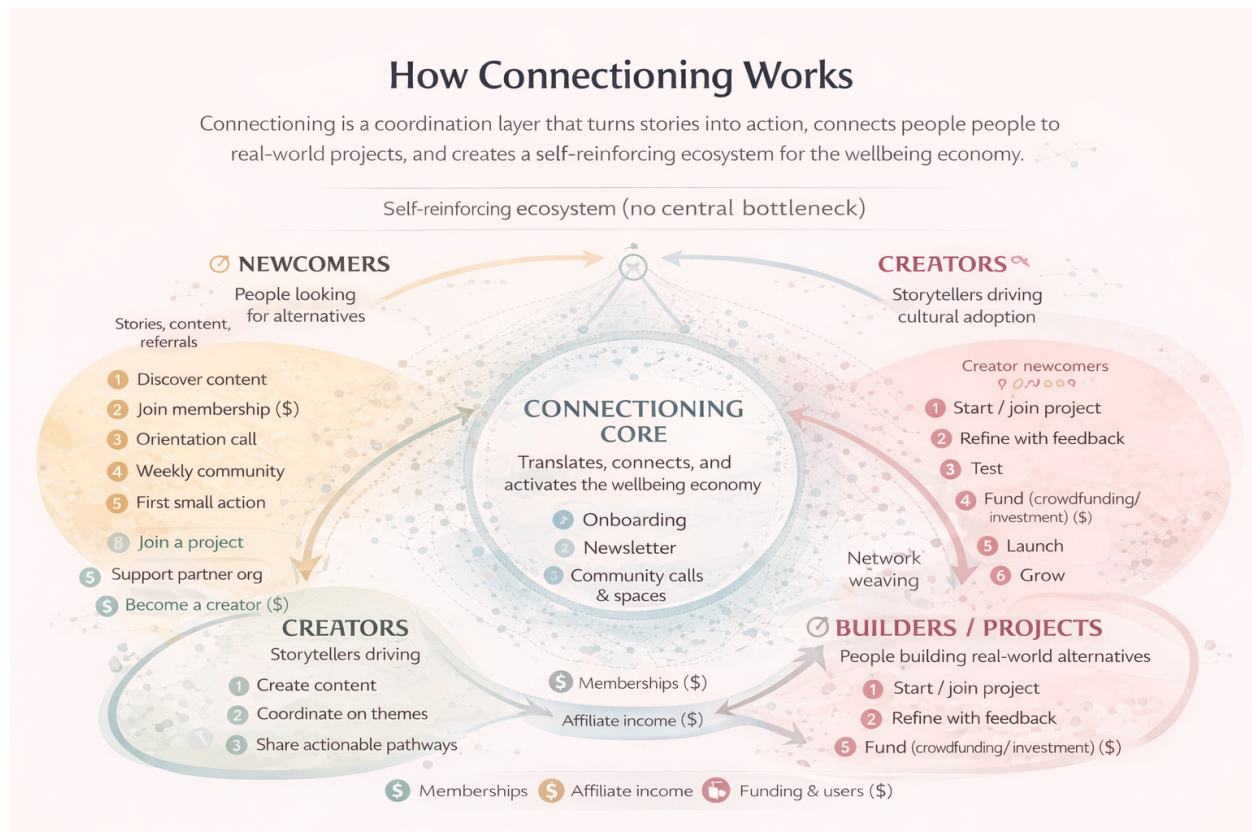
Connectioning is the coordination layer. We translate working alternatives into plain language, connect the movements to each other, and build the storytelling infrastructure that makes wellbeing economics visible and joinable to mainstream audiences.

The three groups we serve, creators, newcomers, and project builders, each have a different door in. But they're not separate tracks running in parallel. They feed each other.

The three tracks form a regenerative loop



Creators → bring in → Newcomers
 Newcomers → join/support → Builders (or become Creators)
 Builders → generate → Successes, Failures, Stories and what they Learned
 Stories and Learning → fuel → Creators
 <Learning network weaving creates connective tissue throughout the system as well as rapid organic growth>



Track 1: Newcomers

These are people arriving from creators in mainstream media, content, podcasts, referrals, or word of mouth. They're curious. They want alternatives. They don't yet know where to start.

Membership (\$X/month) gives them:

The newsletter. Wellbeing economy news, proof points, and updates from across the movement ecosystem, translated into language anyone can understand.

All network events. Access to every event happening across the Connectioning network, free and paid. One place to find what's happening and where to show up.

The newcomer orientation call. A live introduction to the whole ecosystem. What's happening, where, why it works, and what someone can do today. A place to ask questions without feeling

behind. This is where most people find their footing. As part of that onboarding, everyone gets introduced to network weaving, the relational practice of building and strengthening connections across the movement ecosystem. More on that below.

Weekly community meetings. Not lectures. These are spaces where newcomers meet each other, hear what's working globally, and take one small step together. Each meeting runs from a shared framework, so if someone wants to spin one off for their own time zone or community, we give them everything they need to do that. Decentralisation baby! All of what Connectioning runs off are just open source protocols from the wisdom of those who have gone before.

The resource library. Organisations, tools, guides, and projects from across the network. When someone's ready to go deeper, everything is there.

Every track has its own group chat and regular community space where people can ask questions, share what they're working on, and support each other.

We route newcomers toward projects and organisations that already exist and that creators in the network have developed affiliate partnerships with. Someone who wants to get into social enterprise and scale it gets pointed toward organisations already doing that work at mainstream scale. We're not recreating what already exists well. We're making it findable, and we develop the partnerships so creators don't have to build the product themselves.

Track 2: Creators

Creators in the Connectioning network aren't just amplifiers. They're the primary mechanism for getting wellbeing economics into mainstream culture.

Here's the shift we teach: most wellbeing economy content either stays too big picture or gets stuck in problem focus. People watch a video about how broken the system is, feel terrible, and scroll on. That's not a pathway. It's a drain.

We move creators from "here's the problem" to "here's what's happening" to "here's what you can do." Every piece of content has a practical step or CTA. Every practical step or CTA routes people back into the network.

Creators have access to tools to build their influence via proven frameworks, including protocols for partnership to amplify each other as well as organisations and resources within the network.

What creators get:

Access to the creator group chat and community, where we coordinate, boost each other's content, and share what's working. A space that makes the collective signal stronger without anyone having to do extra work.

Classes from creators who've achieved viral success on topics like storytelling, content strategy, and audience building. We develop affiliate partnerships with those creators so they can earn from teaching, and so everyone in the network benefits from their experience. A monthly live class is a good example: always current, compounding over time for anyone who attends.

The coordination model. Each creator posts in their own voice on a shared weekly theme. No conductor. No identical content. But audiences start seeing the same ideas from multiple trusted sources at once. Research shows 4-8x reach from just 5-12 creators coordinating. We get aligned on stories that lead to collective action, and we teach creators exactly how to make that work for their platform and audience.

Affiliate partnerships with organisations across the network. Creators don't need to come up with a product or community themselves. We develop partnerships with established organisations whose work is translatable to a creator's niche or to a wider mainstream audience. The creator tells the story. The partner handles the product or service. Both sides grow.

The affiliate structure. Every creator gets an affiliate link. When they promote a partner's class, product, or event, they earn X% commission. When they bring someone into the Connectioning network who becomes a member, they earn X% of that membership fee for as long as that person stays a member. Memberships are designed to be useful long-term but never obligatory. Someone might stay three months. Someone might stay three years. The creator earns the whole way through.

The proof of this working: we've generated 1.5k+ trackable leads from a single post promoting a partner's content. Any creator in the network can run that same playbook. We show them exactly how.

Track 3: Projects and organisations

This track is for people already building something, from an idea at the kitchen table to an established cooperative or social enterprise.

Early-stage projects get a space to develop with support. The focus is on getting clarity, going through the early steps with community feedback, and deciding what this project actually wants to be. From there, we have affiliate partnerships with people who've successfully crowdfunded this kind of project and can walk teams through that process, and with people experienced in impact investment who can help them understand that pathway when the time is right.

As each project develops, creators in the network have new, specific, proof-based stories to tell. Those stories get tailored to each creator's audience so the same project can reach communities that would never have found it otherwise.

Established organisations use Connectioning to coordinate with the wider movement ecosystem and get their work translated into the language of mainstream audiences. We develop partnerships so creators can make what an organisation does accessible to people who'd never find it through the organisation's own channels.

Every track in this tier has its own group chat and community space for Q&As, peer support, and coordination.

Network weaving: the other transmission mechanism

Content at the top of the funnel brings people in. Network weaving is what deepens relationships and builds real coordination over time.

Network weaving is the practice of intentionally connecting people across the ecosystem who should know each other, spotting where collaboration is possible, and strengthening the ties that let movements work together without having to formally merge. We teach it as part of onboarding so everyone who joins understands how to do it and why it matters.

We're building tools and partnerships to support this, including AI-assisted network weaving and integration and partnership with existing decentralised networks. As part of onboarding, people fill out a decentralised profile that makes them findable across the wider ecosystem. The act of joining the network grows the network.

How the flywheel works

Creators make content that brings newcomers in. Newcomers find community, take first steps, and discover live projects they can join or support. Project builders get a pipeline of people who are already oriented and ready to act. Creators earn affiliate commissions on memberships and partner promotions. Established projects generate new stories for creators to tell. Those stories bring more newcomers in.

Repeat.

No single person is the bottleneck. No central hub that all leads have to route through. Everyone learns the protocols and picks them up within the network. That's not just an operational preference. It's the model.

What we've already proven

Each element of this has worked in isolation. A single post generating 1,500 trackable leads. An affiliate promotion driving measurable revenue. A viral video reaching 4 million views, cited in a national parliament. An unsolicited donation from someone who simply wanted this to exist. \$3,000 from one storytelling cycle.

These weren't the result of a full system. They were isolated experiments, each proving a different part of the model works. What we're building now is the infrastructure that connects them, refines the protocols, and lets the whole thing compound.

What to read first, depending on who you are

If you're a potential creator or storytelling partner: Start with the [Executive Summary](#) for proof points and context, then the [Pitch Deck](#) for how the three tracks work and what partnership looks like in practice. The [Culture Guide](#) shows you the energy we're building and why the framing matters.

If you're a project or organisation looking to coordinate: The [Pitch Deck](#) and [Theory of Change](#). Pay particular attention to how we serve established organisations and what coordination with the wider ecosystem actually looks like.

If you're a funder or strategic partner: [Executive Summary](#), then [Theory of Change](#).

A distributed, adaptive system

This is not a hub-and-spoke model. It's not dependent on any one person, platform, or partnership. The protocols are learnable. The affiliate structure means participants have a financial reason to keep building. The decentralised profiles mean the network grows through the act of onboarding itself.

The design goal is a system that gets more resilient as it grows, not more fragile. Each new creator, each new project, each new organisation that joins adds a node. The more nodes, the more the network can route around any single point of failure.

Strengthening, coordinating, and growing the new economy that supports all life.
