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5 Simple Steps to Start Building a Juicy Strategic Network.



Hey Juicy CEO!

This short guide is designed specifically for women in business who are ready to boost their visibility and unlock amazing opportunities. Forget about complicated strategies and tech overload. These are the exact steps I used when I was just starting out in

the industry, and they've stood the test of time. Whether you're looking to expand your client base, collaborate with like-minded professionals, or simply get your name out there, this guide has got you covered.

HERE'S HOW TO GET STARTED:

Step 1: Make a List

 **The Goal:** Identify the types of people who can propel your credibility and open doors for opportunities.

 **Action:** Make a list of the "types" of people who could boost your credibility and bring you closer to your goals. This could include:

- Influencers in your industry
- Potential clients or customers
- Partners or collaborators

- Mentors or advisors
- Industry event organizers

Example: If you're in the health and wellness industry, your list might include wellness bloggers, fitness coaches, nutritionists, health product brands, and organizers of health expos.

☐ **Step 2: Audit Your Current Connections** 🔍

 **The Goal:** Leverage your existing network.

 **Action:** Look at your LinkedIn™ connections or your phone contacts and see who you are already connected to that fits the types of people on your list. Add them to your list.

Example: On LinkedIn™, you might find that you're already connected to a popular wellness blogger you admire or a fitness coach who frequently collaborates with health brands.

☐ **Step 3: Identify Potential Advocates** 🤝

 **The Goal:** Determine who in your network can introduce you to your dream contacts.

 **Action:** From your combined lists, identify which people would be comfortable putting your name forward or introducing you to key contacts.

Example: You notice that your friend Kristina is connected to a well-known nutritionist you've been wanting to collaborate with. Kristina has always been supportive and might be willing to make an introduction.

Not sure if they're comfortable? Just ask!

"Hey, I know this is a favor, and I don't want to put you in an awkward position, but would you be comfortable putting my name forward for [X] opportunity or making an introduction so I can pitch myself for [X] opportunity?"

☐ Step 4: Reach Out and Reconnect

 **The Goal:** Establish and nurture your connections.

 **Action:** Craft a thoughtful direct message, video message, or email to reconnect. Acknowledge their great work and offer your help, expertise, or a connection you think they could use. Remember to always give before you ask.

Script Example:

Hi [Name],

I hope you're doing well! I've been following your work on [specific project or achievement], and I'm really impressed by what you've accomplished. I wanted to reconnect and see how things are going for you.

I've been working on [briefly describe your current project or focus], and I think there's an opportunity for us to support each other. I would love to offer my expertise in [your area of expertise] if you think it could benefit you. Additionally, I have a contact in [relevant industry or field] who might be a valuable connection for you.

Looking forward to catching up and exploring how we can collaborate!

Best,
[Your Name]

TIP! Keep it short and to the point.

□ Step 5: Amplify Their Presence

 **The Goal:** Strengthen your relationship by highlighting their achievements.

 **Action:** If they are active on social media, go one step further by highlighting their accomplishments and sharing their content. This not only makes them look good but also keeps you on their radar.

Example: Share their latest blog post on LinkedIn™ with a comment like, "Loved this insightful piece by [Name] on [Topic]. A must-read for anyone in [industry]!" Tag them in the post to increase visibility.

And Voila!

By following these steps, you'll be on your way to building a strategic network that can propel your business forward. Remember, building a network is all about creating genuine, reciprocal relationships. Start implementing these steps today and watch your network—and your business—grow!

If you have any questions or need further guidance, don't hesitate to reach out. None of us got to the top of the mountain alone

Here's to your success!

Monique , Your Personal Brand Coach

Proceed to the Worksheet 

Worksheet: Start Building a Juicy Strategic Network.

Types of connections I want:

List of current connections I can reach out to (list them all):

Who are my potential advocates for this project?

21 people I can repost or highlight content for are:

I will reach out to these 21 people in some shape or form by [INSERT DATE MAX 7 DAYS FROM NOW]



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"Build A Presence That Can't Be Ignored."