

## **50 ENTREPRENEURS Connections in Relationship Currency**

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### **INNER CIRCLE – ADVISORS**

- This is your Board of Advisors - People you look up to and trust because of a proven track record of success. They give you business and personal advice. They are people you can be transparent with about life and work issues

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### **FUNCTIONING STRATEGIC ALLIANCES**

- You actively share the same client but are NOT in competition with
- People you have a NATURAL business alliance with

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### **STAR NETWORKING CONNECTIONS**

- The people who get networking and connecting

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### **SENT YOU BUSINESS IN THE LAST 18 MONTHS**

- Go through your list of transactions and see where your business originated.

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### **GREAT CLIENTS**

- These are clients with measurable results and testimonies
- These are clients

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### **RAVING FANS – THE PEOPLE WHO LIKE YOU!**

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### **12 WEEK “TAG-IN” STRATEGY**

#### **Purpose:**

- Visibility = Top on Mind / Tip of their tongue “I know a girl/guy?”
- It’s all about THEM - “Hey what’s going on with you!”
- YOU are Excited and Love my JOB
- A Story... if it’s right!

#### **Strategy**

Contact each person on this list over a 90 day cycle.

- Weekly, pick 1 person from each category (7 people weekly)
- Contact them:
  - Phone Call
  - Coffee appointment
  - Hand Written Note
  - NEVER USE EMAIL. Email means NOTHING in developing Relationship Currency.
- Be INTERESTED, not Interesting
  - “Just called to check in and see what’s going on with you. What are you famous for this week?”
  - Have something casual and fun - Story.
  - If they ask about your business, have a short, exciting story of a project or client.