

DAILY ACTION SHEET

Day 4

Create A Waitlist of Clients

Becoming Waitlist Ready

When you practise the Connection Moves™, you become referral ready AND waitlist ready. You build the know, like and trust factor with those that matter - clients prospects and those that can open doors for you.

Take a few moments to practise the Connect Moves™ today.

STEP 1 — Show Up

When you show up in a community or a group and build your profile consistently, then you become referral-ready.

You're reaching more people with a clear message, you're being seen and getting known and winning new business regularly, all without feeling pushy or uncomfortable.

AND you become a valuable part of the network.

People know, like and trust you and the unique value you bring is appreciated and sought after.

Where could you show up TODAY?

WHERE I want to show up

Choose where you'd be willing to show up consistently? We can usually be MORE consistent when we show up in ways that are not difficult for us. While we do encourage you to stretch yourself (because anything becomes more comfortable the more you do it), it's good to start with following your heart and showing up where you feel the least friction.

Choose as many or few of these marketing channels/platforms that you CAN and will commit to.

- Blogging
- Networking
- Writing books
- Webinars (with guests)
- Visual Content (Pinterest, Instagram, Info-graphics)
- Podcast (interview other people)
- Slide presentations
- Videos (with guests)
- Lives (Instagram, LinkedIn, Facebook)
- In-person presentations
- Media appearances
- Videos (solo)
- Webinars (solo)
- Twitter chats
- Facebook Groups (your own)
- Groups (FB/ Linked in - owned by others)

Other

STEP 2 — Speak Up

The second move of the Connection Blueprint is to SPEAK UP.

Speaking Up is where opportunities will start to flow your way. Now you finally know how to communicate your value without feeling slimy, or like you're pushy or salesy.

You're building rapport, positioning yourself and your business and sharing your story.

And, even if you're introverted like me, you can STILL get the spotlight on your business so that people come looking for you and want to access your area of expertise.

And you can do it without boasting, big-noting yourself or sounding arrogant.

You're simply sharing more of YOU so that people get to know you.

Share Your News

Where could you share your news, share your offers, take part in initiatives? Where could you (paid or free) place an advertisement, make contact with someone to share what you're up to or initiate a conversation?

Your Authority

Where could you speak up and share your message to demonstrate your authority?

Asking for the Sale

How could you make an offer (that is an ask for a sale) today? E.g. follow up a client, make a cold-call, send an email, post a request on social media.

STEP 3 – Lift Up

The third move of the Connection Blueprint is Lift Up.

I love this quote from American artist and author, Gloria Vanderbilt.

“I’ve always believed that one woman’s success can only help another woman’s success.”

In the Lift Up move, you are connecting people and opening doors, offering advice and mentorship, recommendations and resources.

You’re also ENCOURAGING others and helping to move them forward in other ways - perhaps someone needs a helping hand or a listening ear... or a chance to catch up and chat.

Because you’re in business with other HUMAN BEINGS and one of the most powerful ways to create deep and lasting connections is to help someone when they need it the most.

Your helping hand will be something that is remembered for a very long time, and will strengthen your relationships in your connection network.

The Lift Up move is also about Celebrating Wins - if someone hits a milestone or has a record month, cheering them on not only lifts them up, but everyone in a connection network is elevated.

Who could you lift up today?

Who could you make introductions to or connect with others in your network? Who could you open a door of opportunity for?

What resources could you share or recommend?

What resources do you know about that might be helpful to other members? e.g. .are you using a great piece of software that is saving you time and money? Do you have access to tickets to a business event that you can also make available to others?

What wins could you celebrate today?

What wins, of your own, will you celebrate today?
How could you celebrate another person’s wins?

You are on your way.

The more you master the Connection Moves™ the closer you get to always having a waitlist of clients ready to do business with you.

Here's to doing what you love,
Suzi

P.S. The doors to the HerBusiness Network are now open for you, to say thanks for being a part of the Get New Clients Coaching Week.

Inside the network women are:

- Getting referrals and opening doors for each other
- Creating a waitlist of clients ready to do business with them
- Forming strategic partnerships
- Co-creating content and leveraging each others audiences
- Growing their networks AND their businesses
- And practising the Show Up, Speak Up and Lift Up moves.



Would you like to join us?

www.HerBusiness.Network

