

CONNECTIONS TO CLIENTS BLUEPRINT

3 Simple Steps to Turning Your Social Media Connections
into Speaking Gigs, Joint Venture Partners, Clients...and Cash!



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www.ConnectionsToClientsBlueprint.com

Connections to Clients Blueprint Overview

Thanks so much for investing in yourself by downloading this blueprint. I can't wait to hear about your successes in implementing this system. Go ahead and set aside 30-45 minutes to work through the following pages and get your system set up.

The key to this system revolves around setting up "Virtual Coffee" appointments or quick 15-minute get to know you calls with anyone and everyone you can.

The intention here is that you are looking for other awesome people who are up to awesome things themselves and that like energy will draw to you the clients that you desire NOW and set you up to receive clients on demand whenever you want them.

1. Open up a TimeTrade.com account.
2. Create a New Appointment and call it something like "Virtual Coffee FB"
3. Create as many opportunities for people to book appointments with you in the next 2-3 weeks as you'd like.
4. Print out **Worksheet #1: Groups to Create Deeper Connections** with or open up on your computer so you can start editing.
5. Open up Facebook and head to <https://www.facebook.com/browsegroups/?category=membership> and check out the "GROUPS YOU'RE IN" you can also head to LinkedIn and do this with LinkedIn Groups as well.
6. Write each of the groups you are in and the URL of the group into Worksheet #1 and start to fill out the information about the group. (After you have walked through the exercise yourself you will be able to outsource this task to a trusted assistant)
7. Pick 1 group to start with and send a friend request to members of that group.
8. As soon as they friend you, send them the **Virtual Coffee Email Template**
9. At the time of the call use the **Virtual Coffee Conversation Script** to guide your conversation
10. Focus on looking for opportunities to get speaking gigs, joint venture partners and referrals for clients. Keep the intention of being of service first and foremost in your mind!

Have questions? Email me at mandewhitepearl@gmail.com or give me a ring 888.423.5960!

To Your Increased Visibility and Profitability,

Mande White-Pearl

Virtual Coffee Email Template

Hi Mary,

Thank you for your connection. I notice we have mutual friends whom I respect very much and we both live in Boca!

(or...I see we are both members of XYZ group.)

Since it's difficult to actually meet in person with everyone...although I'd love to...I wanted to see if we could set up a time for a "virtual coffee" and find out more about each other and what grand and glorious adventures you have planned for 2016.

You never know what kind of fun can be created when you share what awesomeness you are up to, right?

You can find a time on my schedule that works for you at [INSERT TIME TRADE LINK HERE](#)

I look forward to talking to you and getting to know you.

-Mande

Virtual Coffee Conversation Script Template

Thanks so much for taking time out of your busy schedule to have a virtual coffee with me. I enjoy these conversations so much because I can quickly see who the awesome people are that are up to big things with their businesses.

Since we don't have a lot of time together I've prepared a few questions to guide us on getting the most of this conversation. If either of us finds that we have more to talk about we'll use the last minutes of the call to set up another longer time to talk. Is that ok with you?

(Guest usually says yes...and this established your leadership!)

- 1) Who is an ideal client for you?
- 2) What projects or programs are you excited about for 2016?
- 3) What resources are you needing to help you to be successful with #2.
- 4) Do you grow your business with speaking and joint ventures? If yes, what does an ideal speaking opportunity or JV partner look like?
- 5) Tell me something you're really looking forward to this year?

(After the guest answers these questions you'll have a pretty good glimpse of what they are up to. Be sure to take notes-after you've had a bunch of these conversations you'll notice you have people you can introduce to each other because they have said they needed what the other provides-thus your value as a leader and a servant increases!)

Now it's time to reverse the process and I'll answer these same questions about myself and my business.

(Then go through the questions yourself. After you have finished-time is probably up or close to it. If you have a reason to talk more end the conversation by asking them to set up another time to talk or if there any other action items that need to be done, reiterate those)

Virtual Coffee Conversation Tracking Worksheet

Virtual Coffee Guest Name (VCG): _____

VCG Ideal Client Notes:

VCG Projects They Are Excited About Notes:

VCG Resources Needed Notes:

VCG Speaker? YES NO

VCG Join Venture Partner? YES NO

VCG Ideal Speaking Gig/JV Notes:

VCG Looking Forward To:

Additional Notes:

Next Steps

See how simple it can be to turn your social media connections into clients?

If you find yourself resistance to any of the above suggestions please come post your question in the [Private Expand Your Impact Facebook Group](#).

Also come and celebrate your successes in the [Private Expand Your Impact Facebook Group](#)
