

CHECKLIST: HOW TO BUILD MEANINGFUL CONNECTIONS: THE STRATEGY



PREP WORK:

- ☐ Make your why clear: Are you looking for clients, collabs, PR, inspiration?
- ☐ Make a list of **10 people or projects** you'd love to cooperate with.
- ☐ Know your value: What can you offer? (Expertise, audience, resources, support)



MAKING THE FIRST MOVE:

- ☐ Research the person — their content, values, tone.
- ☐ Follow them, show genuine interest (like their publications, comment and share).
- ☐ Send a message that's *respectful of their time, is clear in intent, and doesn't straight away ask for a favor.*
- ☐ Lead with the **value**, not with a “take” — show what you can offer or contribute.



IMPROVING THE CONNECTION:

- ☐ Stay consistent — don't ghost after the first reply. Keep engaging with them, give feedback, thoughtfully leave comments.
- ☐ Suggest a way to collaborate: a live, a podcast, a co-post, or a brainstorm session.
- ☐ If relevant, invite them to a Zoom call or IRL coffee chat.
- ☐ After a collab? Show your gratitude — send a thank-you, a small gift, a recommendation, or give them some promo.



STAY ORGANIZED:

- ☐ Track your connections in a doc or a spreadsheet (notes: where you met, last contact, ideas).
- ☐ Reconnect at least every **2 months** — even just a thoughtful message counts.
- ☐ Keep showing your own value and post content that keeps you *top of mind* — make people want to keep in touch with you.



REMEMBER:

- **Offer value before you ask for something.**
- **Authenticity and respect** can open every door.
- Don't force it — try building bridges instead.
- Networking isn't a list of numbers — it's an exchange of energy.