

Lesson 6:

Networking & PR

How to connect with people
who help you grow

In this lesson, we'll explore:



How to build **meaningful connections**



How to **network with strategy, not guesswork**



How to show up **prepared for events and meetings**

Let's dive into the world of smart, powerful connections.

HOW DO YOU KNOW

who can actually help your brand grow?

To build a network that moves you forward, connect with people who:

✓ are experienced in your field

✓ have already achieved what you're aiming for

Key people who can boost your brand:

- ✓ PR professionals and marketers
- ✓ Peers and potential collaborators
- ✓ Thought leaders and influencers in your industry

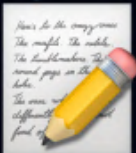
Where to find the right people – and how to connect:

- ✓ Use online platforms like LinkedIn and Instagram
- ✓ Show up at local events and meetups
- ✓ Lead with value — always give before you ask

Networking event tips:



Go in with clear goals set out: what do you want to get out of it?



Bring business cards or a scannable digital contact card



Use sites like Eventbrite to search for “creator” or “industry” events

Find the right events:

- ✓ Follow brands and event hosts on Instagram
- ✓ Watch local influencers' Stories and tagged events
- ✓ Start small — local meetups are great for building trust

Polish your profile before you network:

- ✓ Clear bio that explains who you are and what you do
- ✓ Pin or highlight your best work
- ✓ Use quality visuals that reflect your brand
- ✓ Keep Highlights fresh and relevant

Start building relationships with PR pros:

Introduce yourself to local PR professionals, even a quick hello can grant you with good prospects.

Got an invite? Here's how to respond:

✓ **If it's an invite-only event,**

ask if you can attend in exchange for a post
or a shout-out

✓ **If it's paid,**

message the host with how you can bring value
and ask about guest passes

At the event, don't just show up, stand out:

- Be present and engaged
- Start conversations — even you just say “Hey, what brings you here?”
- Post thank-yous in Stories and tag people after

How to find PR contacts:

- Go to the brand's website → Look for “Press” or “Partnerships”
- Search LinkedIn for PR or marketing roles
- Message using a clear, polite pitch that shows value

Collab platforms to try:

✓ Aspire

✓ Brandbassador

✓ Octoly

Who to connect with on linkedIn:

Search for titles like:

- Brand Manager
- PR Manager
- Influencer Marketing Manager
- Marketing Communications Specialist

Popular U.S. collab platforms:

✓ Aspire

✓ Upfluence

✓ Cohley

✓ Influential

✓ Collective Voice

✓ Later

✓ Influence.co

✓ Sleepers

✓ Incense

How to keep your communication clear and professional:

- ✓ Get to the point quickly
- ✓ Avoid stressing people out by sending long messages
- ✓ Show what you bring to the table

Common mistakes that kill connections:

⊗ Being too aggressive or following up too often

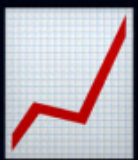
⊗ Only asking, without offering anything in return

⊗ Not being clear about what you actually want

Networking should be intentional, not random:



Know what types of people you need in your corner



Long-term thinking — real connections take time and consistency

How to build a real network, not just random contacts:

1

Reach out regularly — not just when you need something

2

Keep in touch — check in, congratulate wins, offer value

3

Be active in both online and offline communities

Introverted? Socializing is not your thing?

No worries — you can start here:

- ✓ Use DMs and comments to warm up connections
- ✓ Prepare a few go-to phrases for outreach
- ✓ Follow your own pace — no need to rush

Want to be featured in media, podcasts, or interviews?



Build a mini press kit: short bio, your wins, and what makes you special



Pitch a clear topic that adds value for their audience



Don't wait until you're discovered, send the first message

Going public for the first time?

Keep this in mind:

- Know who you're speaking to
- Stay consistent with your tone and message
- Trust is built over time, keep showing up

How to **get noticed** in your industry:

- ✓ Share bold, original content
- ✓ Join the right conversations
- ✓ Build trust before you chase visibility



See you in Lesson 7!

Don't forget about your homework,
it'll help you to use all this into in practice .

**You now have the tools to make real
connections that move your brand forward.**