

Lesson 6:

NETWORKING & PR – HOW TO CONNECT WITH PEOPLE WHO PUSH YOU FORWARD

Welcome to Lesson 6!

In previous lessons, we covered the foundations of building your personal brand, attracting the right audience, and creating expert content that earns trust.

Now it's time to unlock two powerful tools that can level up your entire journey: networking and PR.

Done right, these strategies will help you connect with the right people, open new doors, and move your brand forward with purpose.

 **IN THIS LESSON,
YOU'LL LEARN:**

- How to identify the people who can actually move your brand forward
 - Where to find them — and how to reach out without being awkward or pushy
 - How to stay true to your brand while building meaningful relationships
 - The most common networking mistakes — and how to avoid them
 - Why networking isn't about luck, but strategy
 - And how even introverts can master connection with confidence
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HOW TO IDENTIFY THE RIGHT PEOPLE TO GROW YOUR BRAND

To build a smart network, you need to know who can actually support your growth.

Look for people who've been where you're headed, those with insights, connections, and the credibility to help you level up.

Here are the three groups to focus on:



PR specialists and marketers

They'll help you craft a visibility strategy that aligns with your goals.



Peers and partners

People in your space or in similar industries who can collaborate, brainstorm, or simply trade insights.



Thought leaders and influencers

Well-respected voices in your niche who can vouch for your brand or introduce you to the right audience.

WHERE TO FIND THE RIGHT PEOPLE –

and how to reach out (without being weird)

Want to grow your network without feeling awkward?

Here's where to start:



Online platforms

Use LinkedIn, Instagram, or niche communities.

Follow people you respect. Comment thoughtfully.
When you DM, lead with purpose, not a pitch.



In-Person events

Eventbrite is a goldmine. Look for industry panels, meetups, and creator gatherings. Both local and international events offer great connections.



Lead with value

Don't start by asking for help. Offer something first, a useful tip, article, or collab idea. Be the person they want in their circle.

NETWORKING EVENTS: MAKE THE MOST OF THEM

☑ **Have a clear goal**

Why are you going? To find clients? Collaborators? A mentor?
Know your “why.”

☑ **Come prepared**

Know your elevator pitch. Bring business cards if needed.
Update your socials so anyone who looks you up sees your best version.

☑ **Follow the right events**

Track brands, influencers, and event hosts on Instagram.
Check Stories for behind-the-scenes content and location tags for upcoming events.

☑ **Polish your socials**

Make sure your bio, content, and highlights clearly show who you are and what you do. That’s your first impression.

☑ **Reach out to PR pros**

PR specialists know where the action is. Start conversations early, they can connect you with the right people.

🕒 **Ask for access**

See an invite-only event? Reach out. Offer something of value in exchange for access or ask if there's a guest list or collab opportunity.

🕒 **Be present and engaged**

Don't just attend, participate. Say hi to organizers. Post Stories. Thank the hosts. Tag people and follow up after.

HOW TO FIND PR CONTACTS (WITHOUT GUESSING)

- Visit official websites and check the “Press” or “Contact” section
- Look up titles like PR Manager, Brand Rep, or Marketing Specialist on LinkedIn
- Send a short, clear message with what you do and what you're offering

TOP PLATFORMS THAT HELP CREATORS FIND BRAND COLLABS

- Aspire
- Brandbassador
- Octoly
- Upfluence
- Cohley
- Influential
- Collective Voice
- Later
- Influence
- Skeepers
- Insense

Search LinkedIn for titles like:

Brand Manager, Influencer Marketing Manager, PR Coordinator, Marketing Specialist

HOW TO NETWORK WITHOUT LOSING YOUR PERSONAL BRAND

To build strong relationships and protect your brand identity:

✓ **Be clear and concise – Say who you are, what you do, and what you can offer**

✓ **Keep it short** – Don't overwhelm people with a wall of text

✓ **Share value** – Offer insights, stories, or support upfront

NETWORKING **MISTAKES** THAT SHUT DOORS

⊘ **Coming on too strong** – Follow-ups are great. But pushing too hard, too soon? That's a turnoff.

⊘ **Only taking, never giving** – If you're always asking for help but never offering anything back, you won't build real relationships.

⊘ **Lack of clarity** – If you don't know what you're looking for, you'll attract random connections that won't help you grow.

WHY NETWORKING IS STRATEGY – NOT LUCK

Good networking is intentional.



Get strategic

Know what types of people your brand needs. Don't just connect — connect with purpose.



Play the long game

Real relationships take time. Be consistent, be genuine, and focus on quality over quantity.

FROM RANDOM CONTACTS TO REAL NETWORK: HOW TO BUILD A SYSTEM

👉 **Keep connecting**

DM people. Comment in chats. Show up to events. The more visible you are, the more you attract the right crowd.

👉 **Create a follow-up plan**

Check in with key contacts. Congratulate their wins. Share useful resources. Stay top of mind.

👍 **Join online communities**

Whether it's a Slack group, Facebook community, or niche forum—be present and contribute consistently.

WHAT IF YOU'RE AN INTROVERT OR NOT NATURALLY SOCIAL?

No problem. You don't need to be loud to be effective.



Start online

DMs and thoughtful comments are easier than in-person icebreakers.



Use scripts

Having a few go-to phrases or templates takes the pressure off and boosts your confidence.



Go at your own pace

You don't have to meet 10 new people a week. Start with one genuine relationship at a time.

WANT TO BE FEATURED IN MEDIA, PODCASTS, OR INTERVIEWS?

Here's how to start:



Build a simple press kit

Write a short, clear bio. Include your achievements and what makes your story unique.



Pitch a strong topic

Don't just say "I want to be interviewed." Offer an angle that speaks to their audience.



Make the first move

Reach out to hosts, editors, and bloggers. Be the one who starts the conversation.

GOING PUBLIC: HOW TO MAKE A GREAT FIRST IMPRESSION



Know your audience

Speak directly to the people you want to attract.



Be consistent

Your content, tone, and visuals should align everywhere you show up.



Build real trust

Stay professional, be authentic, and position yourself as someone worth knowing.

HOW TO GET PEOPLE TALKING ABOUT YOU IN YOUR INDUSTRY

- **Share ideas that spark conversation**

Posts, articles, or even well-timed comments can lead to word-of-mouth exposure.

- **Show up in the right circles**

Get involved in conversations. Collaborate. Show your face (and voice).

- **Invest in relationships**

People promote people they know, like, and trust. Be that person.

HOMEWORK

Pick 2–3 formats where you'd like to be featured in the next few months

(e.g., podcast, IG Live, interview, webinar, guest article)

For each one:

- Write down a topic you could confidently speak on
- Draft a short pitch to send to a host or organizer
 - Keep it short: who you are, what value you bring, and your idea
- **Then:** send at least one message this week