YOUR PERSONAL CONNECTION PLAYBOOK

STAGE TWO OF THE
THE SHAREABLE BUSINESS

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If you can connect with the right people, you'll make more impact & grow your revenue.

If only it was that simple. With an abundance of opportunities for us to get exposure to our business, where do you even start? Who should you connect with to help you grow your business without feeling like you are spamming people, or worse yet which can sometimes keep you from having conversations.

What if you could unlock a simpler way to multiply your clients and bring awareness of the work you do? Think about how your business, family, or life could change if more people just simply shared your business? How much more impact and lives could you change?

In this Playbook you’ll learn why it is so critical that you focus on the relationships and the connections that can help you share your business. You can use the resources to and tools from Your Personal Sharing Playbook to help guide this process.

When you complete the Connection Playbook you will:
- Understanding the conversations that are right in front of you.
- Have complete awareness of the relationships you need to be focusing on.
- Resources to help you focus on your best next moves.
- Have a quick strategy to connect deeply with people in just minutes.

There are humans out in the world who need what you do, and there are people who know the transformation you make and they want to make this impact with you.

Let’s make it easy for them to do that.
Tips for going through the Personal Connection Playbook:

1) If you have **not started and finished your Personal Sharing Playbook by at least 75%**, please do that. It is crucial for you to know how to share your values before defining connections and conversations.

2) You will get success working through this playbook to create more opportunities to share your business with others. The words and values you wrote down in the Personal Sharing Playbook will equip you with the strongest and most confident message to share.

3) If you are going through the playbook with other team members please include them in this process. We recommend sharing the same stories and values that you wrote down in The Personal Sharing Playbook to create the most momentum.

4) Also, give yourself permission to take **imperfect authentic action** and just have conversations that develop deeper relationships. You might find yourself **going back and forth between** the Sharing Playbook, and this Playbook. This will be a natural process as you become aware of something new about you and your business that you didn't know before.
How to use this playbook within this stage:

1) As you work through **Stage Two** of this program your goal is to define your best connections and what feels right for you.

2) The Playbook is effectively broken into three parts: **Section One** helps you identify the different types of connections that you already (or could) have.

**Section Two** helps you break down how you connect with each type of person, and reveals what’s working really well for you.

**Section Three** helps you create an action plan to develop deeper connections and the next opportunities you can step into next.

3) There are a few different depths in which you proceed through the playbook.

You might be quite confident with your connections, so this process can serve as a 360 **audit/diagnostic** just to ensure your connections are aligned with your audiences.

You are fairly confident with most connections, but some definitely can be further **developed** to flow easier, feel more comfortable, etc.

This is more of an in-depth review and redevelopment of who you connect with and how and which ** pivots make sense for you.**
What does it look like for you to connect with someone who could share your business?

What is the main reason you think that people connect with you for? (they know you, they know what you do, they like your work, etc)

What is going through your head as you are connecting and having a conversation with someone new?

What kinds of questions do you wish people would ask when connecting and having conversations with you?