

Hi, all!

So lovely to work with you all yesterday. I know, I threw a lot at you and it could all jumble together. So in addition to the video, I've put up a PDF of the Power Point (which is where you'll find the scripts I suggested) and a suggested course of action, below.

Let me take a moment to pause: none of this is required. Right? You are here to play. The name of the game is Double Your Network. But maybe you've noticed, I don't just want you to double your network in a void. I want you to do it in a way that supports and moves you closer to your goal, to the reason why you want your network doubled.

You need to understand: You have ALREADY WON this game. You could double your network today. All you need to do is reach out separately to every one of your "would take my call" friends and set up something fun to do together in which each of you brings 2-3 friends the other doesn't know. I am actually going to provide a cheat sheet of this kind of thing next week, when we talk about Parties. So why didn't I start there? Because I want you to double your network strategically as well.

You can play as big as you want at any moment. And if you're not having fun, it's not really a game, right? So take the pressure off. When you realize you've already won, there's no pressure on making the right moves this week. Just continue to devote 30 minutes a day to the game and do what you can in that time. I offered up homework to keep you moving forward and trying new things. But the truth is, so long as you are spending 30 minutes a day reaching out to people, you are doing great. Don't stress it.

Oh, and PUT IT ON YOUR CALENDAR. Nothing exists if it's not calendared. This is life-changing, you are welcome. ;)

Okay, onto the cheat sheet.

## Laura Brennan's Handy-Dandy Networking Cheat Sheet

### 1) Send out a message in a bottle.

If you haven't yet reached out to everyone already in your network (ie: they would answer your phone call), now's a good time to wrap that up. If you feel you need more of an excuse than simply "Thinking of you," find something you think they would enjoy and send them the link with "Saw this and thought of you! Hope all is well."

### 2) Reply to people who have responded to your bottle message.

People will often reply with a quick email or text, letting you know what's up with them and signaling interest in what's up with you. Respond with your logline so that they know what you're up to and (if appropriate) with an offer for specific help that falls into your area of expertise for their project. This might lead to an actual phone/Zoom call, which is great. It opens the door to the kind of spitballing about each other's projects that gets you help without you having to explicitly ask.

### 3) Reply to people who have offered help.

Remember, just stating clearly that you are looking for something primes people to think of ways to help you. If they offer specific help, here is your answer:

**Thank you! Yes, I'd love that.**

And then you take them up on it. Follow up immediately either by getting them what they asked for (your script to read, your résumé to proof) or by setting up a time to talk to them and get their advice. Do not diddle. Say yes while they are enthusiastic and make the decision that you will find the gold in whatever they give you.

### 4) Match people to a specific request.

Make a list of all the people who have reached back to you, either just to say "hi" or to offer general "if I can help in any way..." Think about each one individually and jot down something that they could legit help you with, where you would be thrilled to have an extra set of eyes or expert

advice. Sometimes what you want is an introduction to someone else, which is fine, but it is a BIG ask. That's something you would ask of someone in your "bail me out of jail" group. As much as possible, you want your requests to fall into the person's expertise, not their rolodex. And if they have no expertise in your field? Ask them to help you brainstorm ideas -- this is even better with a group of friends, much more lively and fun. If you want to hold off the actual setting up of something like this until I tackle parties and fun next week, that is totally fine. But don't wait to make the list matching the people in your network with a specific way they can help.

5) Make the request.

"Hi, Darlene! As you know, I'm looking for an agent for my literary novel -- and it's been quite an adventure! So much to learn. I know your expertise is in managing screenwriters, and I thought, huh, I bet you have stories to tell about what writers did wrong when approaching you. And maybe even some about what they did right.

Could I have fifteen minutes of your time to ask you about that, about mistakes I should avoid and maybe pick up some good ideas as well? Normally, I would bribe you with coffee, but that will have to wait until the After Times. I could do Zoom or phone, whichever you prefer.

Of course it's fine to decline -- these are crazy times, and I'm sure you're very busy. But if you do have fifteen minutes, I would love to learn from your expertise.

Thanks for considering it!

-- Laura"

6) Follow up with everyone who offered/agreed to help.

This alone is going to keep you busy for a couple of weeks, but it will ultimately tap out -- which is why you need at the same time to be building your network beyond the people you already know. So at the same time you need to:

7) Get ready to reach out to new people.

A. Take a look at the list of "almost there" people who are close but not quite in your network.

- a. If you can ask them for advice, that is a safe request even for people who are not quite in your network. It is also a way to bring them in. The act of giving you advice invests them more in your success. Reporting back to them with good news and letting them know you took their advice AND IT HELPED -- that cements it. That is gold.
- b. Can you come up with something to invite them to under the aegis of another organization? Can you moderate a panel, interview them for a newsletter, start your own podcast? I have done all of these things and I AM A RESOURCE -- ask me on Friday or email me privately if you want to know exactly how I did each of these things.
- c. Next week, we're going to talk about fun and parties (yes, even virtually). These are people you can invite to fun, online things, just make sure to match their interests with your event. It's worth it to think deeply about what you know of each person's likes and dislikes. Make notes.

**B. Make a list of the kinds of people you need more of in your circle.**

- a. Where do they live? Do they take classes? Hang out in certain online groups? Prefer a certain kind of social media?
- b. Who do you already know who is plugged into that group? Can you ask them for advice on how you yourself can become more involved in that world?
- c. You can jot down specific names of people you want to meet as well. We will get into the details of how to approach them on Week 4.

**C. Do Not Miss the Low-Hanging Fruit!**

Meet new people wherever you can! So many things have moved online: there are alumni get-togethers, professional organizations have virtual mixers, so many classes with amazing people have now gone online... Take stock of what resources you have that you're not fully using (yet) to meet new people. I'll cover more of this next week.

Excellent work, everyone! I hope this helps parse out all the information I threw at you, and as always, if you have questions, I am available by email or on Friday. See you then!