



LIFE + LEADERSHIP COACH TRAINING

MODULE 18: NETWORKING + REFERRALS



MODULE 18: CHECKLIST

0 Complete Module 18

0 Identify your COI's

0 Make your 250 list

0 ABC your list

0 Choose how you will stay in touch with your list regularly

0 Hop into our Facebook Community

IDENTIFY YOUR COI'S

The Centers of Influence (COI's) in your life are:

- 1. Your biggest cheerleaders and supporters**
- 2. Mentors, leaders, and trusted guides**
- 3. People who have a similar audience to you**

The Centers of Influence (COI's) are those who are able to direct leads in your direction—while creating and cultivating your list, it is important to identify who these people are, how the relationship is beneficial—both for you as well as the value the you can add to their life and/or community.

ABC YOUR LIST

Next—ABC your list. Examine your list and begin to sort it into the A's, B's and C's in your life.

A's are the ones that are most likely to refer to you— these are your cheerleaders and the ones who would speak a good word about you. They are the easiest to identify as they will jump off your list and say hello to you like an old friend—*these account for 10-12% of your list*

B's are individuals that you think can champion your cause as well as refer you if you educate them about how you work—The idea is to learn more about them, be proactive in building a better relationship—*these will be 17-20% of your list*

C's are people you are not sure about but still want to keep communicating with—perhaps you've only briefly met them and have exchanged business cards. If you begin to develop a relationship with them, they may move from C's to B's with time spent getting to know each other.



Three things in human life are important. The first is to be kind. The second is to be kind, and the third is to be kind.

- Henry James



NOTES

NEXT STEPS:

- Listen to this week's module
- Complete your homework
- Complete your peer coaching
- Share your experience with this module in our Facebook Community

