

# Day 7 - Tap Into Your Network

People get so focused on the next fresh lead, connection, follower. But the most valuable asset you have in your marketing toolbox is the connections you already have!

Why? Because the Know Like Trust factor is already there. Previous clients are more likely to book than new clients. People who have referred clients to you before are more likely to do it again. Pracs you've collaborated with... you get the picture.

## Today's action step?

Reach out to one person in your existing network OR someone you want to connect with in your extended network. It might be:

- A past client who had a great result
- A friend or colleague who believes in your work
- A referrer you've lost touch with
- Someone you're in awe of in the prac world

Keep it casual and connection-based. You don't have to push your offers on them, just mention what you do. This can be done via social media, email, text, or even coffee!

Still stuck? Jump in the [Whatsapp group](#). You can tell us, and we can cheer you on + share the confidence to have the conversation elsewhere!

(or if you're Melbourne based, I won't say no to you buying me a coffee 😊)





## Let's talk about your connections

*Who already knows and trusts you and/or your work?*



*Who has referred clients to you before, or could if the idea was in front of them?*



*Where would your next client be in your network, without you having to find them?*

