KATIE ZOE BRUNELLE

YOUR *network* ACTIVATION *map*



NETWORK ACTIVATION MAP

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KATIE ZOE BRUNELLE

how to GO FROM ZERO *to network hero*

Here's what I know about you:
✓ You have experience and credibility
✓ You have a network of connections
✓ You've built your business on word-of-mouth and referrals

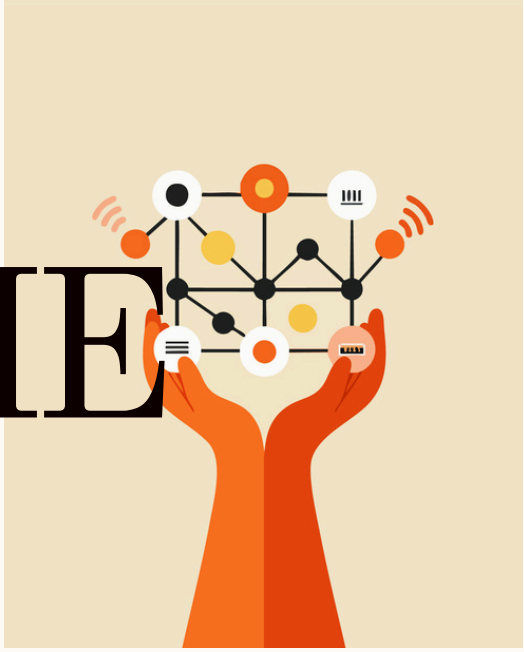
You don't need more leads. You don't need more visibility.

You want to know:

Who do I activate first – and how do I do it without pitching or hustling?

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hello and WELCOME



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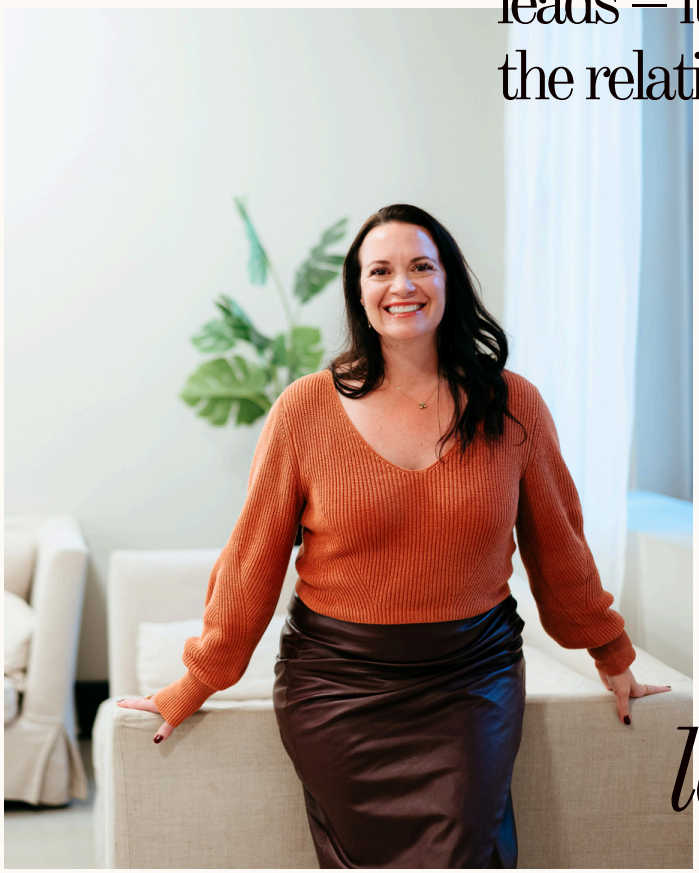
SECTION 6

Activation *Action* Plan

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meet your ADVISOR

Katie Zoe Brunelle believes sustainable business growth doesn't come from chasing more leads – it comes from activating the relationships you already have.



Katie helps established, progressive businesses transform unpredictable word-of-mouth into systematic, scalable revenue through her proprietary *Ecosystem Revenue* Method.

Strategic intentionality beats burnout-inducing activity every time, driving your mission and vision over chasing visibility.

let's connect

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Your Ecosystem Self-Assessment

Most business owners have plenty of connections. What they need is a system designed to generate consistent referrals, opportunities, and revenue without constantly chasing new leads.
This quick checklist will reveal whether you have contacts or an ecosystem.

Check which of the following are TRUE for your business right now:

- ◯ You can name 5-10 strategic partners who regularly send you qualified referrals. Not people who've sent you one referral ever. Partners who consistently refer business to you—and you know exactly who they are.
- ◯ Your best clients rave about you to whoever will listen. They make introductions, share your content, and recommend you in rooms you're not in—because they're genuinely invested in your success.
- ◯ When someone says "we should grab coffee" or "let's stay in touch," you actually do. You have automation, processes, or tools that keep relationships warm without relying on your memory.
- ◯ Key influencers and community builders in your industry know who you are and invite you into visibility opportunities—you're not always the one pitching.
- ◯ You know where your best clients come from. You can tell me which partnerships convert, which events generate ROI, and which relationships are worth investing in versus draining energy.
- ◯ Events aren't random networking binges. You research attendees beforehand, schedule specific meetings, and have a follow-up system that converts conversations into relationships.
- ◯ Your partners don't just send you leads—they connect with each other, creating a web of relationships that multiplies opportunities beyond just what comes directly to you.

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Count your checkmarks.

0-2 Foundation Stage

You've got hope and hustle, now let's develop an infrastructure. Relationships happen randomly, growth is unpredictable, and you're constantly chasing the next lead instead of activating what you already have.

What you need: Stop adding more connections and start designing the ecosystem you already have. Build the foundation: one partner system, one advocate process, one follow-up automation.

Next step: Focus on one relationship type (partners OR advocates) and create a simple system for activating them consistently.

3-4 Activation Stage

You have pieces in place but need more cohesive strategy. Some relationships work, others go dormant. Your ecosystem exists accidentally, not by design—which means it's inconsistent and hard to scale.

What you need: Systems that activate your existing relationships without adding more to your plate. Let's turn your connections into compounding growth.

Next step: Audit what's working and systematize it. Add tracking, automation, and regular touchpoints to the relationships you already have.

5-6 Optimization Stage

You've built a functioning ecosystem that generates predictable referrals and opportunities. But there are gaps, maybe neglected pillars or manual processes keeping you at capacity. You're leaving money on the table.

What you need: Fine-tuning and strategic expansion. Get your weaker relationship channels up to par with your stronger ones, and allow your ecosystem segments to amplify each other.

Next step: Identify your weakest relationship channel and bring it up to match your strongest. A balanced ecosystem compounds faster.

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Ecosystem Mastery

You've designed a sophisticated relationship infrastructure. Growth feels sustainable, referrals are predictable, and your network actively works for you without constant individual effort.

What you need: You're primed to scale and leverage! Document your system, consider delegation, automation, and explore high-level positioning opportunities.

Next step: How can you create even deeper network effects, position yourself as a thought leader, or build frameworks others can license?

Follow this map and get activating.

In the next two sections of this map, you'll find a quick system that you can complete today and start designing your own relationship ecosystem.

By the end, you'll have:
✓ A clear map of 5-10 priority relationships to activate
✓ Aligned messages ready to send
✓ Proof that you don't need more leads—you need a better system

Let's get started.

sneak peek...

At the end of your map, you'll be invited to work with me to expand the system you've started.
Look for more information about these offers:
✓ **The Atrium:** A virtual membership for steady, relationship-led growth.
✓ **Ecosystem Audit:** Personalized clarity on where your relationships are creating — or leaking — opportunity.
✓ **Designing Your Ecosystem:** Group coaching for entrepreneurs ready to build a relationship-driven growth system.

You don't need every option — just the one that matches your current depth.

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Existing Relationship Inventory

Stop guessing. Start Mapping. You already have more opportunities than you think. The problem is that they're scattered across your phone contacts, LinkedIn connections, past clients, and random coffee conversations.

List Your Current Relationships

In each category below, write down names of people you already know. Don't overthink it - just brain dump.

Past Clients

People you've worked with who had a great experience:

- ○
- ○
- ○
- ○
- ○

Strategic Partners

People who serve your ideal client but offer different services:

- ○
- ○
- ○
- ○
- ○

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Peers & Collaborators

Other business owners, colleagues, or people in your industry:

- ○
- ○
- ○
- ○
- ○

Community Leaders & Influencers

Podcast hosts, community organizers, thought leaders your ideal client follows:

- ○
- ○
- ○
- ○
- ○

Referral Sources

People who've already referred clients to you or mentioned your name:

- ○
- ○
- ○
- ○
- ○

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Activation Priority Matrix

Now that you've taken inventory of your existing relationships, you might be thinking: 'Okay... but where do I even start?'

This can be a place people get stuck. They see all the possibilities and then do nothing because it feels overwhelming.

The **Activation Priority Matrix** solves this by helping you evaluate each relationship against multiple criteria at once—relationship warmth, strategic fit, network strength, and speed to results. By cross-referencing these factors, you'll quickly see which 10 relationships deserve your attention first.

It answers two critical questions:

1. Which relationships will produce opportunity the fastest?
2. Which relationships should I ignore for now?

Identify Your Top 10 Priority Relationships

Look at your existing relationship inventory. Based on these criteria, who should you activate FIRST?

Prioritize relationships that are:

- ◯ **HOT** or **WARM** (not cold—those take more energy) *
- ◯ Directly connected to your ideal clients
- ◯ People who already like and trust you
- ◯ Past clients who had great results
- ◯ Partners who've referred to you before (or you to them)
- ◯ People with strong networks (connectors, influencers)

* **HOT** = High trust, multiple touchpoints, established rapport. They'd be receptive and eager to engage.

WARM = Some trust established, but limited interaction. They know who I am, but we need to reconnect.

COLD = Little to no trust built. Few or no meaningful touchpoints. Starting from scratch or near-scratch.

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#	Name	Category	Temp
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			

Decide What You're Asking For

For each priority relationship, ask yourself: What's the next logical step?

You're not asking for a sale. You're asking for:

- A reconnection conversation
- A strategic partnership conversation
- An introduction to someone in their network
- A testimonial or case study
- Visibility (podcast, speaking opportunity, collaboration)

Go back to your Top 10 list. Next to each name, write what you want to ask for or what the next step is.

KEY INSIGHT: Some people skip this step and wonder why their outreach doesn't work. Clarity creates confidence. When you know exactly what you're asking for, reaching out stops feeling awkward.

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No-Pitch Activation Scripts

Say the Right Thing Without Feeling Salesy

Don’t freeze because you’re not sure what to say! You know who to reach out to. You know what you want.

And the good news is that **you don't need to pitch.** You don't need to be clever. You just need to be clear, genuine, and low-pressure.

Below are proven message templates you can use based on what you're asking for. Adapt them to your voice—but use the structure.

Script 1: Reconnecting with a Warm Relationship

Use this when: You know them and they know you, but you haven't stayed in close touch. The foundation is there, you just need to reconnect.

"Hey [Name], I was thinking about you recently and realized it's been way too long since we connected. I'd love to catch up—are you free for a quick coffee (or Zoom) in the next couple weeks? I'd love to hear what you're working on these days."

Why this works: No agenda. No pitch. Just genuine reconnection. You'll naturally get to business development once you're talking.

Script 2: Proposing a Strategic Partnership

Use this when: You want to explore mutual referrals with a complementary service provider.

"Hey [Name], I've been thinking about how much our ideal clients overlap, and I'd love to explore how we might support each other's businesses. I refer [their service] all the time, and I want to make sure I'm sending people to someone I trust. Want to grab coffee (or hop on Zoom) and talk about how we might collaborate?"

Why this works: You're framing it as mutually beneficial, not one-sided. You're positioning yourself as thoughtful about referrals—not desperate.

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Script 3: Asking a Past Client for a Testimonial

Use this when: You worked with someone who had great results and you want to capture their story.

"Hey [Name], I'm updating my website and would love to feature your story. You achieved [specific result] while we worked together, and I think it would really resonate with people who are in the same position you were in. Would you be open to me writing up a short case study? I can draft it and send it to you for approval—shouldn't take more than 10 minutes of your time."

Why this works: You're making it easy for them. You're acknowledging their success. You're not asking them to write something from scratch.

Script 4: Asking for an Introduction

Use this when: Someone in your network knows someone you want to meet.

"Hey [Name], I noticed you're connected to [Person]. I've been following their work on [specific thing], and I think there might be a great opportunity for us to collaborate on [specific reason]. Would you be open to making an introduction? I can draft the email if that's helpful."

Why this works: You're specific about why you want the intro. You're making it easy by offering to draft the email. You're not being vague or transactional.

Script 5: Pitching Yourself for Visibility

Use this when: You want to be on someone's podcast, speak at their event, or guest post.

"Hey [Name], I've been listening to your podcast / following your community, and I love how you [specific thing they do]. I have an idea for a topic I think your audience would find valuable: [specific topic]. It's something I've been teaching my clients for years, and it always gets a great response. Would you be open to having me on as a guest? Here are a few talking points to give you a better idea of my approach. [Add your bullets]"

Why this works: You're showing you actually follow their work. You're offering value to their audience, not just promoting yourself. You're specific about what you'd talk about.

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Your Activation Action Plan

Now it's time to put this into action. Pick 3-5 people from your Top 10 Priority list and commit to reaching out THIS WEEK.

Who are you reaching out to in the next 7 days?

#	Name	Script #	Sent √
1			
2			
3			
4			
5			

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You Did It.

You now have:

✓ A map of your existing relationship ecosystem
✓ 10 priority relationships to activate first
✓ Proven scripts to reach out without feeling salesy

Most importantly: You have proof that you don't need more leads.
You need a system to activate the relationships you already have.

The question is: What are you going to do with it?

next STEPS

01

Join The Atrium Ecosystem

A supportive container to activate your relationships—without overwhelm. The Atrium Ecosystem is a virtual resource portal for business builders ready to lead their relationships with intention, so opportunities, referrals, and revenue activate without the chase. You'll be supported through a simple, consistent rhythm designed for clarity, activation, and sustainable growth.

JOIN THE ATRIUM

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02
Book An Ecosystem Audit

Personalized insight on where your ecosystem is working—and where it's leaking opportunity.
You'll submit your completed Network Activation Map along with a short intake form. Within 48 hours, I'll review everything and send you a private audit video breaking down:

- What's strong in your ecosystem
- What's underutilized or misaligned
- Where to focus for the biggest relationship-driven growth right now

This is clarity without guesswork—and a powerful bridge between awareness and strategy.

BOOK YOUR AUDIT

03
Submit Your Interest in *Designing Your Ecosystem*

An 8-week advisory cohort for entrepreneurs ready to build a relationship-driven growth system for predictable, sustainable revenue.

This is where we zoom out, design the full system, and intentionally activate partnerships, referrals, visibility, and follow-up—so your business grows without hustle or constant effort.

If you're ready to treat your relationships as infrastructure (not tactics), this is the container for you. At the end, you'll have a business development template you'll continue to use for the life of your business.

JOIN THE 2027 COHORT

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