

A teal rectangular background is centered on a white background. The white background features a close-up of a silver laptop keyboard. A hand with yellow-painted fingernails is visible at the bottom left, typing on the keyboard. A pink flower is partially visible in the top left corner. The teal background contains white text.

CREATE YOUR POWER

NETWORK

COLLABORATORS EDITION

WORKBOOK

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Legal stuff over... Oya let's go.

CREATE YOUR POWER NETWORK - COLLABORATORS

Create a list of people who have complementary services to you.

Ask the question, what other ways are my future tribe members trying to use right now to achieve the results they want.

- What people do they follow? (authors, celebrities, influencers, thought leaders)
- What brands do they follow?
- What events do they go to?
- What movies, music, do they consume?
- What books, magazines do they read?

Example 1: If you sell herbal tea blends that clears skin and makes you look 5 years younger:

What other ways are my people trying to use to get clear skin.

They could be using a nutritionist, they could start a smoothie or juicing challenge, they could listen to a podcast about healthy skin, etc

Example 2: If you offer a spiritual approach to dealing with anger or aggressive behaviour.

What other ways are your people trying to overcome their anger issues? They could try self help books, go to anger management meeting or coaches, they could listen to meditative music, go to religious institutes, etc.

Once you have this list, engage with them weekly or monthly to get in their radar. Like, comment, subscribe, DM, join their email list, etc.

CREATE YOUR POWER NETWORK - COLLABORATORS

Websites / Blogs

Email List

CREATE YOUR POWER NETWORK - COLLABORATORS

Facebook

Instagram

CREATE YOUR POWER NETWORK - COLLABORATORS

Podcast

YouTube

POWER NETWORK: 60 DAYS ENGAGEMENT PLAN

60 Days Engagement Plan

1. Follow your Power Network (PN) on all platforms that they product content on and turn on notifications. Join their email list if they have one.
2. Create a folder or tag in your emails to filter all email from your PN so they don't get lost in the other emails your get
3. Create a collection on whatever social media platforms they are on, and save one post to that collection. This will allow you to find them easily without having to sift through all the people you follow..

Day 1 - 14

Consume all their content, comment and share if it is relevant to your audience.

You don't need more that 30 mins per day for this. You can split it into two (2) 15 minute session during the day.

Day 15 -30

If they are paying attention, they would have noticed you by now. Now it's time to engage in conversation if they haven't already taken the initiative. **DO NOT PITCH THEM ANYTHING**

This is the time to respond to the emails they send you through their newsletter or send them a DM about a recent post or theme they have been doing. Make sure is meaningful conversation

POWER NETWORK: 60 DAYS ENGAGEMENT PLAN

60 Days Engagement Plan

Day 31 - 60 (Yes a Whole Month)

Send them a copy of you work that you will be launching soon with no obligation. You will ask them to promote it later, but not now. You just want them to experience your product.

Yes! This means sometimes you may have to work for free if you are a service business, just make sure there is a time limit to it, such as 7 days or 14 days.

15 - 30 Days Before Launch

By now you should have built authentic relationships with your TLs 15 to 30 days before launching, you connect with them and offer a joint venture (JV) partnership with them.

They advertise to their audience, you can come on to their platforms for an interview etc, and they will get a commission to every product sold.

The goal is to get some of their members onto your email list or social media so you can convert them into your tribe members.