

How do
you work
with
people
you
admire?



Tips on connecting online with PEOPLE YOU ADMIRE:



ESTABLISH YOUR CREDIBILITY



INCREASE VISIBILITY ACROSS ALL PLATFORMS (LINKEDIN, PINTEREST, TWITTER, TIKTOK) - CONSISTENT, AUTHENTIC POSTS



OFFER VALUE TO OTHERS



ENGAGE WITH THEIR POSTS, SHARE, AND SUPPORT THEIR CONTENT YOU FIND VALUE IN



MAKE IT ABOUT THEM, NOT YOU



WHY IS YOUR STORY UNIQUE COMPARED TO OTHERS? HOW CAN YOU LEVERAGE THIS TO COLLABORATE WITH PEOPLE YOU ADMIRE?

Other general TIPS:

■ BE BOLD. THE WORST THAT WILL HAPPEN IS THAT YOU WON'T GET A RESPONSE

■ PROOFREAD & DOUBLE-CHECK EVERYTHING BEFORE HITTING "SEND"

■ E-MAIL IS THE MORE PROFESSIONAL, PREFERRED METHOD OF COMMUNICATION

■ USE YOUR NETWORK! LINKEDIN WAS SUCH A HUGE RESOURCE FOR ME WHEN I MOVED ABROAD

■ REMEMBER THAT THE PEOPLE YOU ADMIRE ARE ALSO HUMAN. NO ONE IS MORE SPECIAL THAN ANOTHER

■ EMPOWER & SUPPORT OTHERS AS MUCH AS YOU'D WANT TO RECEIVE THESE IN RETURN

Basics of an effective OUTREACH MESSAGE:

- THANK THE PERSON FOR WHAT THEY DO
- SHOW THEM HOW THEIR WORK HAS IMPACTED/IMPROVED YOUR LIFE
- MAKE IT CLEAR THAT YOU DON'T HAVE EXPECTATIONS
- CONTRIBUTE YOUR IDEAS TO A PROBLEM THEY'RE FACING
- BE VALUE-DRIVEN & AUTHENTICALLY COMPASSIONATE. MAKE EVERY WORD COUNT.
- PUT YOURSELF IN THEIR SHOES: WHAT WOULD IMPRESS YOU MORE - A SURFACE-LEVEL CONNECTION OR A DEEPER ONE?

Your circle of friends INFLUENCES WHO YOU BECOME:

■ ENSURE THAT YOUR "SQUAD"
ELEVATES YOU 24/7

■ 100% OF THE COMMUNITY I'VE
CURATED ON INSTAGRAM ARE
WOMEN WHO SHARE SIMILAR
INTERESTS + ARE FEARLESS

■ BEING AUTHENTIC IN YOUR
COMMUNITY ENGAGEMENT IS
KEY TO SUCCESS

■ ANYONE WHO DEGRADES,
BELITTLES, OR DOESN'T
SUPPORT YOU ISN'T WORTH
YOUR TIME OR ENERGY

■ "YOU ARE THE AVERAGE OF THE
5 PEOPLE YOU SPEND THE MOST
TIME WITH"

- THE TRAVEL BOOTCAMP

■ REMEMBER: YOUR VIBE
ATTRACTS YOUR TRIBE

"When you admire something about another woman, tell her. Get in the habit of lifting each other up."

