



The Importance of Connection

Factsheet

Introduction

1. With the rise and changes to social media activities in recent years, the importance of connections to promote your business have become increasingly important.
2. Online connections are not only key, but the most powerful are those offline, face to face, as these are people that become your tribe and fans and follow what you do on a more regular basis.
3. Usually a connection starts online, or briefly face-to-face, then connection is made online – both support one another.
4. Then regular touch points with this connection, online and offline, develops it from an acquaintance to a long-term valuable business relationship, and even into friendship.
5. For a few of these connections, the friendships develop closely, due to these having the same interests and life situations to you, and these are the people that will promote, advocate, support and guide you in life, and help your business grow and prosper.

Why Connections are so Powerful

1. As previously mentioned they support, empower and uplift you in your life.
2. When connections develop into long-term valuable relationships, these people promote you and give you advise/education in your business.
3. These fans then connect you with other people who can help you on your journey and you can always call upon them to know someone who will be a valuable contact in any situation!
4. Most of all, once you begin connecting and become a leader in your field/industry, and are known for your expertise, you then become a valuable connector for people and become involved in projects and opportunities that you would never been aware of!
5. REMEMBER – everyone you meet is important, and never underestimate who they will know! Treat everyone you meet with respect and as a queen/king! Share stuff for free, and link others, as this is how you become valuable, along with knowing you are helping and support others to succeed in life and business!