



6 SIMPLE WAYS TO ADD VALUE TO YOUR NETWORK

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Forbes

U.S. News
WORLD REPORT

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DAILY WORTH

I Will Teach You
To Be Rich



THE
HUFFINGTON
POST

“

You can have everything
you want in life if you will
just help other people get
what they want.

”

— Zig Ziglar

The best way to connect with new people and grow your network is to **give** or to **add value**. Sometimes we think we have nothing to offer to successful people, but the truth is, there is always a way to contribute something meaningful to people you interact with.

Why is *giving* the key to growing your network?

We're all working around the clock. We have limited time to give to ourselves and others. **If we are going to let more people into our lives, it's because they are going to add value to us in some way.**

Whether you realize it or not, right now, you spend 99% of your time with people who add value. There are lots of people you could be friends with, but there are certain people who become a consistent part of your life. Why is that? Because they add value to your life in some way. They are great listeners, or they make you laugh, or they are there for you.


What I want you to realize is that **you are already adding value** to people in your life. And so is everyone else around you.

The way to start relationships with new people (especially influencers or VIPs) is to lead by giving. **When you add value and stand out as a giver, people are naturally going to want to be around you.**

At the same time, it's important to understand that the people you reach out to may not be able to reciprocate right away. We are not giving solely for the purpose of getting. If you're helping someone you care about and believe in, **the act of giving in itself is the reward.** It is exciting and fulfilling to help someone you admire.

And when generosity becomes a part of your everyday way of being, you create great karma for yourself. I can guarantee that there will be people who show up to help you, even if it's not the exact same people that you helped.

It's important to always give from a generous place, without asking for or expecting anything in return. **Make it about giving because they inspire you.**

The background is a dark grey color. In the top right and bottom left corners, there are decorative patterns of small, light grey dots arranged in circular or semi-circular shapes. The number '6' is a large, bold, yellow-orange color. The text 'simple ways to add value to the people who inspire you!' is in a white, sans-serif font, positioned to the right of the number.

6 simple ways to add
value to the people
who inspire you!

1.

PROMOTING THEIR CONTENT, CAUSES, AND PRODUCTS

It's easy to forget that the people we look up to or want to connect with are hustling too. They work hard to create content and products, and always appreciate additional promotions. Nowadays, we all have our own platforms on social media. By sharing their content, not only are you standing out as someone who likes their work, but you are also introducing them to a whole new audience.

Here are some examples of how you can do this:

- Many times, experts or authors will post a status on Facebook that says, “Hey, could you share this article with your friends? I would be so grateful!” Share the article while adding the specific ways it inspired you.
- You can write a review of their book on Amazon, or of their podcast on iTunes.
- You can spotlight them in your newsletter, and then send them a link with a short & warm email.
- You can share a newsletter of theirs that really inspired you on your Facebook page, and tag them in your post.

1.

CONTINUED

- You can retweet them, as well tweeting at them! (Through one simple tweet, I got the attention of an editor who is now one of my friends I can reach out to or meet up with for cocktails!)
- Or, you could simply comment on their blog! Many experts take huge pride in the communities they've created. Others may have few commenters, and would appreciate your comment even more!

2.

EXPRESSING GRATITUDE

When someone does something or shares something that is meaningful to you, always be sure to express gratitude. You can do this by sending them a sincere email expressing your thanks, mailing a handwritten note, or sending a small thank you gift.

Nowadays, people are more likely to get junk mail on a daily basis than a card or handwritten letter. (An average of 41 pounds of junk mail is sent to your mailbox yearly!) Imagine if you got a handwritten note out of the blue from someone who admired you. Wouldn't they stand out immediately? This is something you can do for the people that really inspire you.

You'll really stand out if you have taken action on their content and tell them *specifically* what you implemented and the results you got. People will often say, "Oh, I love your work." But it's way more powerful to say: "Your XYZ strategy helped me to book 3 new clients!" They'll think, "Wow, this person is serious" and will be happy to know that their work is making a difference.

3.

CONNECTING THEM TO RESOURCES

Many people who are starting out might think they don't have tons of resources to share, but we all have different experiences. Watch out for ways they might be reaching out for help, because often, they'll share exactly what they need in a newsletter or Facebook post.

Here are some examples of resources you can connect someone to.

- Maybe you know a new app or tool they may not have heard of but you think they would enjoy and find useful.
- Or, you can connect people to organizations they may not have heard of but you think they would love.
- If they are looking for help, you can suggest a place to find interns or hire people. This can save time for people and show you are listening to their needs. Or, you can send people directly to them that you know would be an amazing fit for the job.
- You may be a native to a city someone just moved to, so you could make some cool restaurant recommendations for them.
- Or, someone might be putting up an event in a city you live in, and you could volunteer to help!

4.

CONNECTING THEM TO OTHERS

Similar to resources, influencers are always looking to meet other great people.

Think about the people already in your network. If you know a like-minded colleague, a strategic partner, or an influencer they may want to meet, check with both people to see if they'd like an introduction.

If you get two yeses, introduce the two of them via email. In some cases, this can add tremendous value to their business and/or life.

5.

OFFERING ADVICE

Often, people who are successful may have it totally together in one area of their life, but not as much in another. If you happen to be an expert in an area such as business, health, or relationships, you can offer some advice to help out someone who needs to grow in that area. Of course, always offer it respectfully and from a place of kindness and support.

You might see a business coach you admire share how she's trying to quit her coffee addiction, and you know some great ways to ease the transition to green tea. You could send her a short and sweet email where you share the tips, and links to some articles that can help her further.

6.

SENDING CLIENTS THEIR WAY

For most people who are looking to grow their business, and even people with hugely successful businesses, clients are extremely valuable. If you know someone who may benefit from their products or services, refer them!

They might be looking for the right people for a high-end mastermind, and you know someone who would be perfect. If she became a new client, that referral could end up equaling thousands of dollars in revenue for that influencer's business!

NOW IS YOUR CHANCE TO PUT THIS INTO ACTION!

Once you have implemented these steps with the people you want to get to know, I would love for you to share your success stories with me!

Email me at hello@selenasoo.com.

I may even feature you as a case study!



Selena Soo is a business & publicity strategist.

She is also the creator of *Impacting Millions*[®], an online program and community for experts, authors, and coaches looking to elevate their brands, reach more people, and change the world through the power of publicity.

She is a 7-figure business owner, and is passionate about helping mission-driven entrepreneurs grow their revenues and their impact.

READY TO BE THE “GO-TO” EXPERT AND GET ALL THE BIG OPPORTUNITIES THAT OTHERS DREAM ABOUT?

You don't need to wait until you've been in business for 10 years, have an email list of 20,000 people, or have written a bestselling book to get big media opportunities.

You just have to learn the right skills to get yourself out there.

INTRODUCING...



HERE'S WHAT YOU GET IN THIS ONLINE PROGRAM...

90 days of live publicity training, where I share with you exactly what you need to do, step-by-step, to put yourself in front of the media & influencers to spread your message.

1 year's access to the Impacting Millions Insiders Circle, which includes...

- **Opportunities to connect with my personal network of media insiders.** I'll be inviting my friends from the media to join us for live webinars, where you can get your pitches reviewed and ask questions directly to people who KNOW what the media is looking for — because they ARE the media!
- **Access to our private community**, where you'll make powerful connections with like-minded entrepreneurs. (I'll also share publicity opportunities from my network in this community.)
- **50+ unique resources** like video interviews with media insiders, sample email pitches, worksheets, tips on how to prepare for interviews, follow up, and develop a long-lasting relationship, and more!

WANT TO FIND OUT MORE?

YES! Tell me more about Impacting Millions®!