

BALANCE SHEET

Connecting is a Superpower

READY TO SPARK SOME AMAZING CONNECTIONS?

Let's face it—making meaningful connections can feel daunting. Where do you even begin? How do you find connections that truly matter?

Simply attending every event that comes your way isn't a sustainable strategy for building genuine relationships or growing your business. A better approach is to start with a clear purpose. Ask yourself: Why am I seeking these connections? Are you looking to find potential clients, partners, or mentors? Then, evaluate the possible outcomes of each event, focusing only on those that align with your goals and feed your purpose. Intentionality is the key to creating connections that truly count.



Imagine making connections that grow your business and spark creativity, collaboration, and real friendships. Whether you're a writer, videographer, banker, coach, marketer, or someone changing the world one donor at a time, I've got 11 fun, real-life scenarios to inspire you. Ready to dive in and discover how to make networking your new favorite adventure? Let's go!

Making Real Connections: 11 Stories to Spark Ideas for Your Networking Connections. They're the lifeblood of our industries, the glue that holds our professional dreams together. Whether you're a writer, videographer, banker, coach, marketer, or development professional, finding the right connections can transform not just your work, but the impact you leave behind. Here are 11 scenarios that might just inspire your next connection—tailored for your industry and brimming with possibility.

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1. The Writer Who Became a Brand Storyteller

Maria, a freelance writer, attended a networking event for local entrepreneurs. One conversation led to a collaboration with a small bakery to craft their brand story for a new website. That project snowballed into opportunities with other small businesses. Actionable Idea: Attend business mixers with entrepreneurs; offer to tell their story.

2. The Videographer Who Helped a Café Shine

James, a budding videographer, approached a local café owner with a proposition: a free promotional video in exchange for credit on their social media. The café's followers loved it, and James ended up with a steady stream of referrals.

Actionable Idea: Look for local businesses that need eye-catching video content. Start small, then build.

3. The Banker Who Built Trust with Financial Literacy

Laura, a community banker, partnered with a nonprofit to host financial literacy workshops for teens. Through this, she not only empowered young people but also earned the trust of parents—many of whom became banking clients.

Actionable Idea: Offer workshops that teach financial skills to groups who need them most.

4. The Life Coach Who Found Clients at a Retreat

Derek, a life coach, facilitated a self-discovery session at a wellness retreat. The connections he made with attendees led to private coaching clients and an ongoing partnership with the event organizer.

Actionable Idea: Attend or offer services at events that align with your coaching mission.

5. The Business Coach Who Launched a Mastermind

Samantha, a business coach, launched a free monthly mastermind for entrepreneurs in her community. By giving value upfront, she became the go-to expert for in-depth coaching.

6. The Marketer Who Made Waves at a Trade Show

Jenna, a marketing pro, partnered with a videographer to create behind-the-scenes content for a local trade show. The footage gained attention from exhibitors, opening doors for new contracts.

Actionable Idea: Pair up with complementary professionals at big events.

7. The Writer Who Found a Dream Project at a Bookstore

At a bookstore Q&A, Greg, a writer, connected with a business coach who needed help ghostwriting a book. That one connection turned into a steady gig helping entrepreneurs share their stories.

Actionable Idea: Use public talks or panels to showcase your talent and find collaborators.

8. The Videographer Who Teamed Up with an Influencer

Sofia, a videographer, teamed up with a local influencer to create content for their channel. The collaboration led to bigger opportunities with brands eager to hire both.

Actionable Idea: Approach influencers in your niche with ideas for collaborative projects.

9. The Banker Who Found Synergy with Real Estate Agents

Maggie, a mortgage banker, partnered with real estate agents to host seminars for home buyers. The agents referred clients to her, and she provided them with financial tools to close deals faster.

Actionable Idea: Build alliances with professionals in industries adjacent to yours.

10. The Marketer Who Thrived in Online Communities

Dave, a digital marketer, joined a LinkedIn group for startup founders. By sharing free advice, he built trust and landed his dream clients.

Actionable Idea: Join online communities and offer value first—it always pays off.

11. The Development Professional Who Invited Stories to the Table

Rachel, a development officer for a nonprofit, noticed donors loved sharing why they gave. She hosted a “Donor Stories” night at a local wine bar, inviting donors to share their “why” with others. This strengthened relationships and inspired new supporters.

Actionable Idea: Create casual, in-person events where donors feel valued and heard.

The Takeaway

Connections don't just happen—they're sparked by intentionality and a little courage. Which of these scenarios speaks to you? Maybe your next big opportunity is sitting across the room at a community event or waiting in the next LinkedIn post. Take the leap, extend a hand, and let your expertise—and heart—shine.

Now It's Your Turn to Make Magic Happen!

You've seen how real connections can spark big opportunities—now it's time to take the leap and create your own. Whether attending a local event, reaching out to someone on LinkedIn, or simply offering your expertise where needed, the key is showing up, being genuine, and staying open to possibilities. You've got the tools, the talent, and your unique inspiration to make it happen. So, what's your next move? Take that first step—your next big connection might be one handshake, email, or coffee chat away. And when it happens? You know I want to hear all about it. Let's keep growing and glowing together!

Are you still looking for inspiration? [Contact me](#) for a 15-minute consultation on creating your connection strategy.

OFF THE CUFF

Resources for Connections

Engaging with organizations can help you expand your professional network and discover new opportunities in your industry. Search the internet for specific industry groups and invite a friend to attend a networking opportunity with you. Taking a friend can help ease the fear of starting conversations. Or ask someone associated with an organization to make connections for you.

- Local Chamber of Commerce
- Young Professionals
- Rotary Club or other civic organizations
- Professional groups in your industry

Let's Collaborate!

WE CAN HELP

Do you need a collaborator to take your project to the next level? Let our 40 years of work experience benefit you and your project!

