

## HOW TO DEVELOP YOUR LOCAL NETWORK

### RESEARCH

- Identify complementary businesses, groups, and individuals to connect with.
- Utilise online resources, including search and social media.

### COLLABORATE

- **Reach Out:** Personalise your approach, offer value, propose specific actions.
- **Collaboration ideas:** Cross-promotion, joint events, referrals, joint content-creation activities.

### BUILD AND MAINTAIN YOUR CONNECTIONS

- **Stay Connected:** Regularly engage with your partners and schedule check-ins.
- **Provide Value:** Support, advice, community involvement.

### TOP TIP

- Focus on mutually beneficial relationships.
- Prioritise customer/partner needs.

### ACTION

- **Set realistic goals:** 1-2 new and existing connections weekly.
- **Create a networking spreadsheet:** Use it to track progress & adjust your strategy.