



## Week 2 - Making Quality Connections

### Part 1) Search Strategy

Describe perfect Prospect Avatar that you would Search for?

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How many did you find that you think would be open to your connection?

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Can you narrow it down to your top 5 or top 10?

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Craft your intro message below (Hi “name”, I see that we have a common connection “name” and I thought I would reach out to you and see if I could offer you any connections or help that could benefit you. I look forward to getting to know you better.) or something like that.

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# The BACON System

## Week 2 - Making Quality Connections

### Part 2) Consistency

Do you have a plan to add this to your daily or weekly activity or to-do list?

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List you top 10 clients form the last month or quarter... Have you connected with them?

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Have you researched your vendors? Have you connected? Do they have any quality connections?

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Do you have a plan about moving on? When is a connection a dead end? Invest in New ones!

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# The BACON System



## Week 2 - Making Quality Connections

### Part 3) Your Online Sales Conversation



What content do you have that would be interesting or helpful to prospects? Make a List...

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### Part 4) Connection Plan

How often would you or should you send a message to your prospects? What would you see as acceptable if you were the one on the receiving end?

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How many messages before you suggest a quick phone chat? Do you use a scheduling software? Check out Acuity [www.brinloves.info/acuity](http://www.brinloves.info/acuity)

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How does that call start? What is the goal of the call? How could you end it that would lead to additional communications of mutual benefit?

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Do you have a follow-up plan? If so what does it look like?

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