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UNLOCK YOUR MILLION DOLLAR NETWORK

WITH THE CLS SCALE METHODOLOGY

Playing Small Is Canceled

WELCOME

I'm so glad you're here! But first let's address, ***why are we here?***

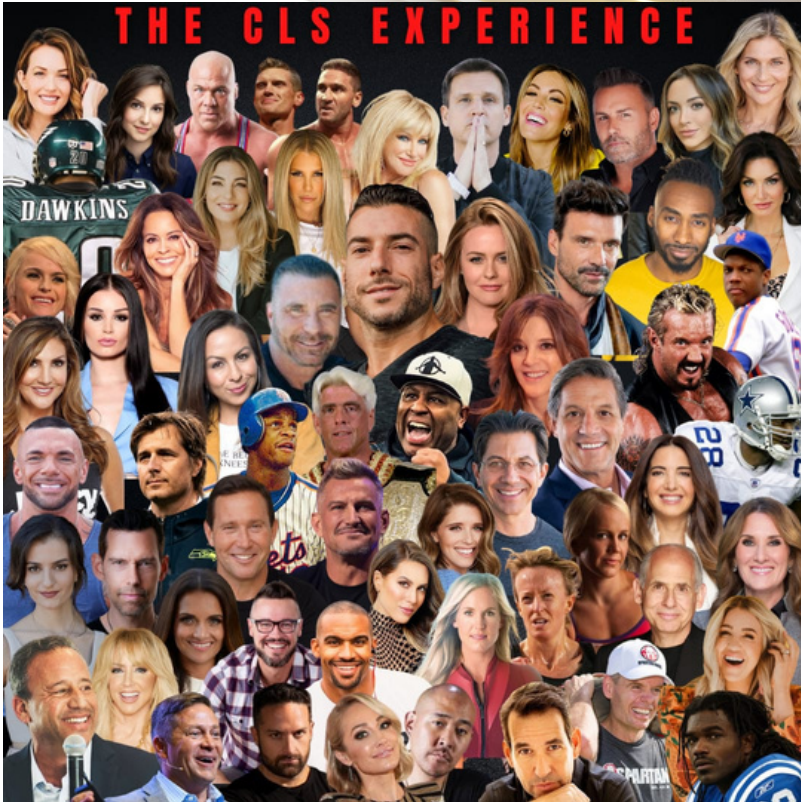
What I see often is that the biggest problem influencers, entrepreneurs, and brands often face when building their network and strategic relationships from scratch is establishing trust and credibility. Without an established reputation or track record, it can be challenging to convince others to invest time, resources, and energy to collaborate.

That's what led me to create this complimentary guide, to help you overcome and solve this problem.

Now, let's dive in!



COLLABS THAT MATTER



You're here because you're ready to start pulling jugz onto your platform. We deeply admire the path you're about to head down, and cannot wait to hear about the dream collabs you land.

One juicy nugget to take with you as you dive into building your million dollar network is to consider, more than the who or the what, the why. Whether you want to put together a collaboration to build out your network, to form strategic relationships, or to land MASSIVE guests on your platform, knowing your why will help you make aligned choices, the way we have on our record-breaking podcast, The CLS Experience.

THE SCALE METHODOLOGY



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ELECT YOUR AUDIENCE

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RRAFT YOUR PITCH

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CCENTUATE MUTUAL BENEFITS

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EVERAGE EXAMPLES

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XECUTE PROFESSIONAL FOLLOW UP



ELECT YOUR TARGET AUDIENCE

Identifying your target audience is key to success. Reflect on these questions to precisely define who you want to reach and influence in your field:

- Who have you always wanted to have a cup of coffee with?
- Who are the jugz in your field that you imagine are out of your league? Hint: you can choose what league you play in.
- Who is it that inspired you to get into this in the first place?
- Take a moment to really consider these questions. Think big, and then think **BIGGER**.
- Right off the bat, we've got to embrace it: playing small is cancelled.

Research and Identify Targets

Start by researching potential guests who align with your podcast's/platform's theme or target audience. Look for individuals with a notable presence in your industry or field of interest.



RAFT YOUR PITCH

It's time to write. Messy action is action, so just get your thoughts down first. Once you get it out, then you organize it.

Here are some questions to get you started.

- Why are you excited to work with them?
- What stands out about their work and/or their experience?
- How can you show them you're paying attention?
- What do you have in common?

One good way to get yourself going is to set a timer for five minutes, and challenge yourself to write as much as possible during that time.

Marry the process, and divorce the outcome.

TAILOR YOUR PITCH FOR EACH POTENTIAL GUEST.
HIGHLIGHT WHY YOU BELIEVE THEY WOULD BE A GREAT FIT FOR YOUR PODCAST, REFERENCING SPECIFIC ASPECTS OF THEIR EXPERTISE OR EXPERIENCES THAT ALIGN WITH YOUR AUDIENCE'S INTERESTS.

ACCENTUATE MUTUAL BENEFITS

This is where you tell them why NOT collaborating is a huge mistake. You want your offer to be like a freshly baked cookie: irresistible.

- How can your collaboration help you both vibrate on a higher frequency?
- Make two columns. What are the benefits for you in this potential relationship? What about for them?
- How can you personalize your message to showcase that you're more than just a fan, you've been impacted by them?
- What can you expose them to that no one else can?

Keep it juicy, and keep it real.

CLEARLY COMMUNICATE THE BENEFITS OF BEING A GUEST ON YOUR PODCAST.

EXPLAIN HOW THEIR INSIGHTS WILL PROVIDE VALUE TO YOUR AUDIENCE AND HOW EXPOSURE ON YOUR PLATFORM CAN BENEFIT THEIR PERSONAL BRAND OR BUSINESS.

LEVERAGE EXAMPLES

Now show clear proof that you can put your money where your mouth is. Remember to go big. Modesty is out, and you, shining like a lighthouse on a stormy night, are in.

Use all of your experience and your past successes to make you a hot prospect. It's not about you, is it? It's about all the awesome stuff you've done that has made you the perfect person to collaborate with.

If you're having doubts, ask yourself this:
Why NOT me?

This is your moment to share your big facts, so it's easy to understand the reach they will have with you in their network.

Showcase your successes. Use your stats and tell a good story.

Simple, concrete examples go a long way.

SHARE SUCCESS STORIES OR STATISTICS FROM PREVIOUS EPISODES TO SHOWCASE THE IMPACT OF YOUR PODCAST.

THIS HELPS POTENTIAL GUESTS UNDERSTAND THE REACH AND ENGAGEMENT THEY CAN EXPECT BY PARTICIPATING.

DREAM COLLAB WORKSHEET



Once you begin forming proximity to your ideal collabs, you can leverage them to land your next big collab. Once you have established consistency, this traction will create attraction, and at the perfect moment, one of these collabs could shoot you to the moon. Use this exercise to hit the ground running.

Dream Collabs

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How will this relationship elevate your brand?

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BUILDING YOUR BRAND



While mastering the art of networking is crucial, it's only part of the journey.

Dialing in your personal brand plays an indispensable role in enhancing your connection to your audience, and creating lasting impressions.

You **MUST** build an authentic and credible brand to complement your outreach. If you don't, you risk inconsistency.

**FOR STRATEGIES TO BUILD YOUR BRAND,
TEXT ME AT 917-634-3796.**



