

# The Connection Blueprint™

Name \_\_\_\_\_

Date \_\_\_\_\_

# Before You Read This Blueprint!

The Connection Blueprint™ has helped business women get crystal clear on how to position themselves and how to communicate their value so that new contacts naturally want to buy from them.

It has helped them win tens of thousands of dollars in business without a lot of stress and without feeling like they need to be pushy.

And, how to get referred to great suppliers, strategic alliances and to new clients again and again.

If you've ever been confused about how to get new clients from your network or what it takes to BUILD a successful network, then this blueprint is for you.



Inside of the Get New Clients Coaching Week, I walk you through the Blueprint, pinpointing the pieces you REALLY want to prioritise.

[Got questions? Head on over to the Facebook Group and let me know.](#)

Here's to doing what you love, every day.



Suzi Dafnis  
CEO, HerBusiness® and  
Creator of The Connection Blueprint™

## SPECIAL COACHING WEEK BONUS

“Create Your Perfect Offer” BONUS Marketing Templates

When you join by Midnight on Sunday, 11 September

**\$1000 Value**



  
**GET NEW CLIENTS**  
*Coaching Week*

# The Connection Scale<sup>®</sup> Overview



## The Connection Scale<sup>®</sup>

### **At one end of the Scale is Isolation.**

Here you are operating more like an island - you don't have any connections, you feel isolated... It's more like DISconnection.

If you're identifying with this end of the Connection Scale<sup>®</sup>, it's likely that you feel secluded, alone and there's no one to exchange ideas with, no access to resources and knowledge — and no results.

This is one extreme of disconnection.

The other end of the Scale is also a state of Disconnection.

### **At the other end of the Connection Scale<sup>®</sup> is Transaction.**

This is the person who instead of creating a business connection, treats it more like a transaction, hoping for a quick win and meeting as many people as possible in hope that it'll turn into new clients.



But this type of approach doesn't lead to long term relationships that bring you new clients again and again... in fact, it can lead you right back to ISOLATION as people get tired of this transactional, superficial and often self-centred approach.

## **The sweet spot is the middle part of this Scale... and that's CONNECTION.**

This is where every connection you make becomes a more long-term relationship... giving you clients and referrals and other support time and time again.

This is where you want to be on the Connection Scale®.

When you are here you know how to show up in a community or a group and build your profile, you're referral-ready, you're reaching more people with a clear message.

You're being seen and getting known and winning new business on a regular basis... all without feeling pushy or uncomfortable.

AND... you're seen as a valuable part of the ecosystem.

People know, like and trust you... and the unique value you bring is appreciated and sought after.

## **So how do you get to this point on the Connection Scale®?**

It boils down to three key moves...

Which are outlined here in The Connection Blueprint™.

Step 1 is Show Up.

Step 2 is Speak Up.

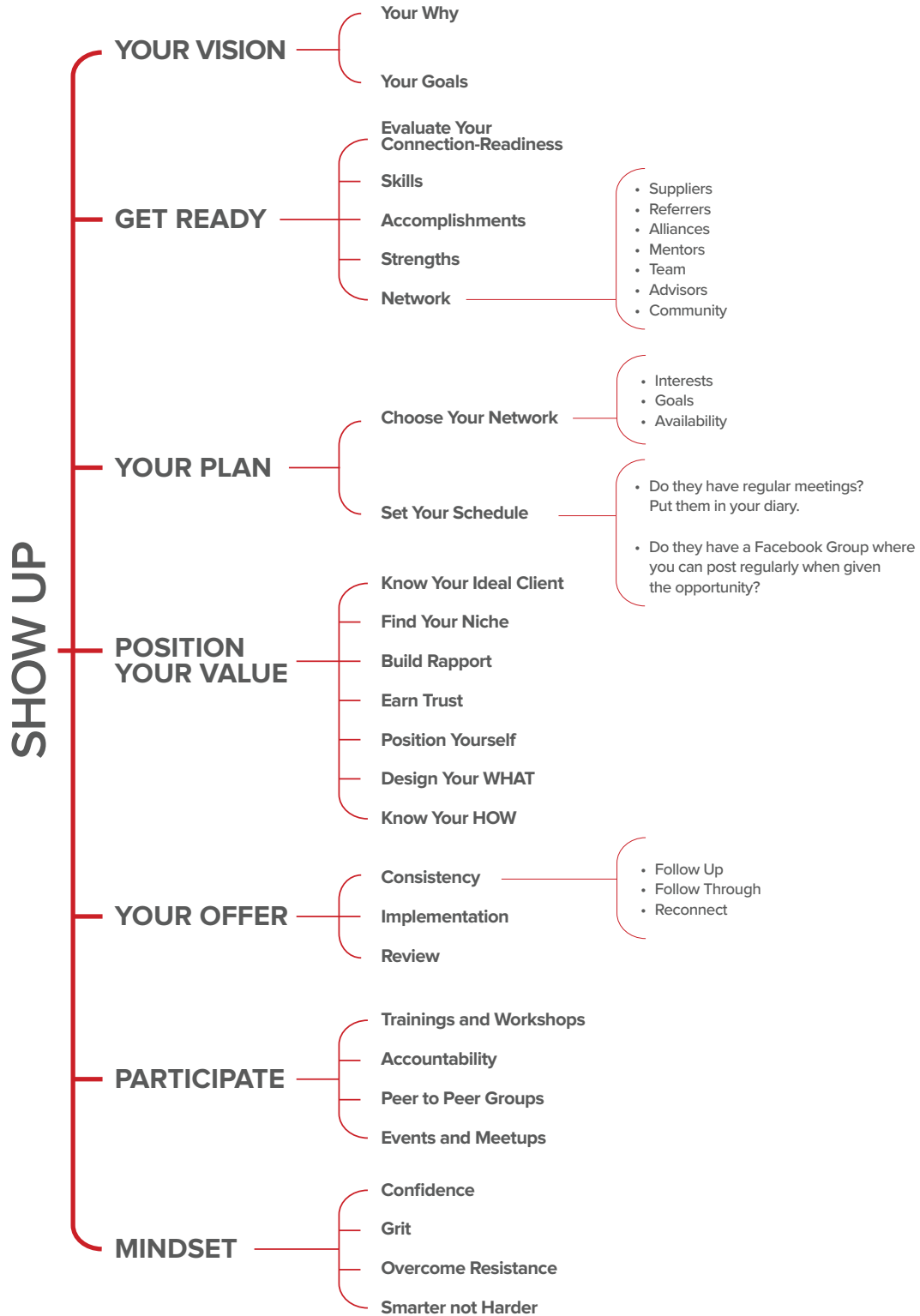
Step 3 is Lift Up.

I explain all three steps in the following pages.





# show u p



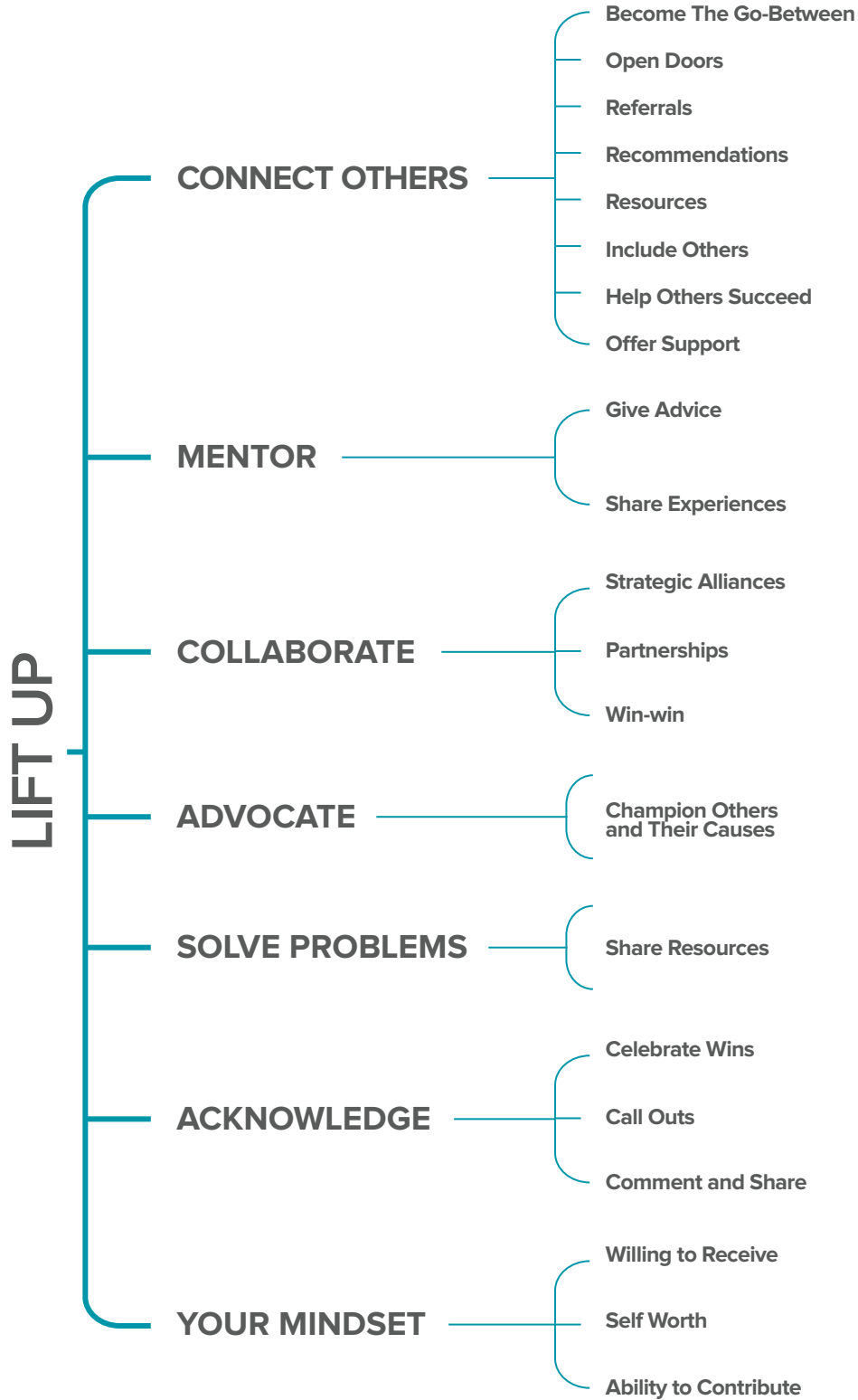
## GET NEW CLIENTS Coaching Week



## speak up



**GET NEW CLIENTS**  
*Coaching Week*



# COACHING WEEK SPECIAL OFFER



## It's true! You CAN have a profitable and scalable business without overwhelm or exhaustion.

Running a business by yourself can be lonely. Add to that the pressure of always having to bring in new business, and it can feel overwhelming.

What if you could solve both challenges at once?



### That's the HerBusiness Network.

Inside the Network, you'll immediately access our proven process for finding and developing high-quality business relationships. The good news is that these relationships are already waiting for you inside our community.

Plus, you'll discover more effortless ways to make more sales (without spending a ton on ads), reach more people and get off the rollercoaster of good and bad months.

Imagine being able to stop being stuck on 'low-level' tasks and finally have a path for growing a sustainable and profitable business that gives you the impact and results you want.

If you have yet to realise your vision but know you have the potential, then **the HerBusiness Network is for you!**

### COACHING WEEK SPECIAL OFFER

Discover how HerBusiness members are experiencing more revenue, reaching more people and making a more significant impact.

Limited-time chance to join the HerBusiness Network and get your bonuses.

**\$97 a month** (cancel any time)  
Or **\$970 for 12 months** (save \$194)

Join at [herbusinessnetwork.com](https://herbusinessnetwork.com) or speak to one of our customer service team today on 1300 720 120.

Join at [HerBusinessNetwork.com](https://HerBusinessNetwork.com)





# COACHING WEEK SPECIAL OFFER

Finally create a **profitable business** that gives you the **impact, income and results** that you want.

Join the most collaborative and supportive network for women entrepreneurs who are ready to grow and scale their business.

## What's Included:



**Monthly Roundtable Sessions**  
Online networking and collaboration



**HerBusiness Hub**  
Online Resource Area with Templates + Worksheets



**Hot Seats**  
Behind the scenes tips and strategies



**Monthly RoundUp Calls**  
More networking and support



**Masterclasses and Training**  
So that you're always up to date



**Goals Groups**  
Peer Accountability to help you get your goals faster



**Private Member-Only Online Group**  
Networking and connecting



**100% Money-Back Guarantee**  
Get Started With Peace Of Mind  
— Your 30-Day Money-Back Guarantee

## Over \$19,000 in BONUSSES!



**FREE! Grow Your Network Course**  
(\$795 value)



**FREE! Online Learning Library of over 200 trainings** (\$18,408 value)



**FREE! HerBusiness Book Club**  
(\$197 value)

### FREE COACHING WEEK-ONLY BONUS



**FREE "Create Your Perfect Offer" FREE Marketing Templates**

Get my personal high-performing Marketing Templates. Just one of these can help you quickly create repeatable marketing that brings in new clients every single day.

A \$1,000 Value. Yours Free.

*Hurry. This special Get New Clients Coaching Week bonus ends at midnight AEST on Sunday, 11 September.*

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**COACHING WEEK BONUS** - Free "Create Your Perfect Offer" FREE Marketing Templates. A \$1,000 Value. Yours Free when you join by midnight AEST on Sunday, 11 September.

Join at [herbusinessnetwork.com](http://herbusinessnetwork.com)



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*Coaching Week*



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