ACCESS ACCELERATES GROWTH

WORKSHEET

Leverage your access

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There is always an opportunity for quick monetization within your own network. You already have a lot of connections, but most people are not aware of this. A great framework to start building at this level is Chris Winfield's Top 20 list.

The Top 20 People List - Based on the principles from Chris Winfield and Jen Gottlieb, Super Connector Media.

Column 1: Think about everyone in your life. List the names. People from high school. Your old boss. Your relatives. Someone you just met.

Column 2: Rank each person's level influence, from 1-10, based on what you think their connections are worth. Don't worry about being too perfect; this is your impression.

Column 3: On a scale of 1-10, write down their likelihood of actually wanting to help you. (Family and friends: Probably a 9 or a 10. Someone you just met: maybe 1 or 2.)

Column 4: Add up the scores and start with the highest numbers.

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1) Create your top 20 list.

1 List all the people you know	2 Rate from 1 - 10	3	4 Add It Up

2) Know the budget that you can spend on gaining more access. What's your budget for ads, relationship building, and content creation? How much have you spent on ads? How much time have you spent on relationship building? How much time is on content creation?

3) You've got a network and audience. For who is this valuable? How could you create a win-win partnership so you can monetize this access?

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