



2024

RELATIONSHIP MARKETING

The bottom half of the page features a background of an architectural blueprint. The blueprint is rendered in white lines on an orange background. It shows various geometric shapes, lines, and numerical annotations, typical of a technical drawing. The text "BLUEPRINT" is overlaid in large, white, bold, sans-serif capital letters across the center of this section.

BLUEPRINT

ABOUT:

Let's get right to the point. Most business professionals are not "relationship ready." Instead, they have subscribed to the idea that they must spend all of their marketing resources on creating awareness with people who do not know anything about them.

Whether it's SEO, Social Media, Lead Gen, PPC, blog articles (and the list can go on), we choose to "step over" existing relationships with people who know us, like us, and trust us, for the inefficiency of getting the attention of people who don't. The reason? We don't know how to leverage our relationships to reach our goals.

This document is an summary of our 1/2 day session where we get our members "relationship ready" by focusing on the following:



Goals for 2024



Gaps you have in reaching your goals



Your plan for who you need to meet in 2024



Tactics you will take to build those relationships



The funnel you will use to track your efforts



The message you will use with your relationships

GOALS:



It's important that your CircleBlast members know what your goals are for the year. Select no more than 4 goals to share.

These goals need to be one sentence, specific, and measurable so that we know if we've helped you achieve them.



GOAL #1:

Description: _____



GOAL #2:

Description: _____



GOAL #3:

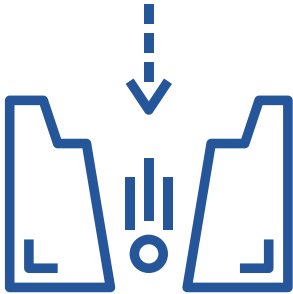
Description: _____



GOAL #4:

Description: _____

GAPS:



What issues do you feel will prevent you from reaching your goals? We call those gaps and when you properly define them, you can find people to help you fill them.

Don't leave any stone unturned. Think of every reason why you might not achieve your goals and list them here.



SUMMARY

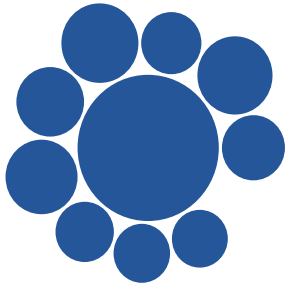


SUMMARY



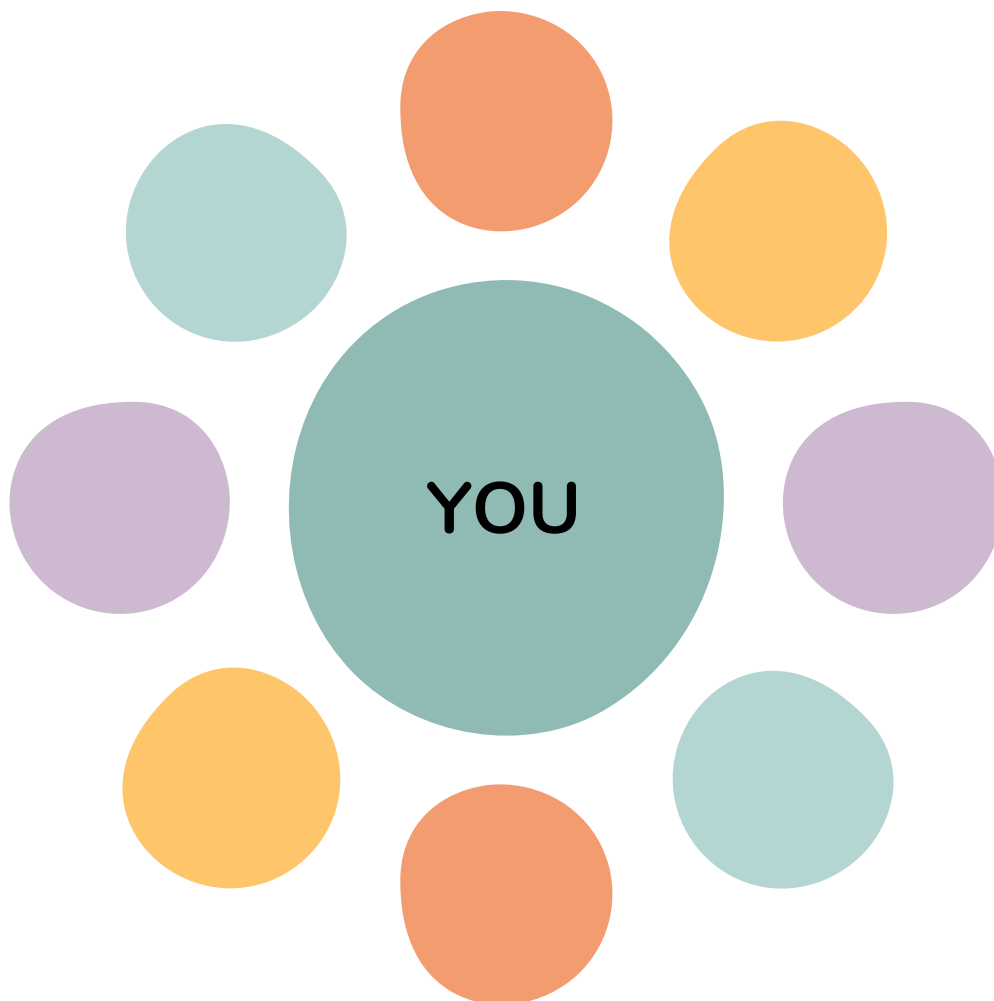
SUMMARY

PLAN:



It's time to identify who you need to surround yourself with in 2023 to help fill your gaps and reach your goals. Name the persona here. Not the person.

These represent the introductions you want to focus on in 2023. They are the people you will surround yourself with to achieve your goals.



Persona	Number Req.	Description



NOTE: Recognize that a typical reaction people have is that you must pay these resources to help you. That is not true! You need to find other ways to help them reach their goals. This means you need to get to know them and invest in them to understand how.

TACTICS:



What are the various ways you have helped another person as you have developed a relationship with them? List them below

Most people build relationships "organically" and not proactively. They don't consider all of the ways they help others and use that as a method to build relationships faster and better. Listing them below helps us to create a strategy around what you are comfortable doing already.



Introductions needed



Share helpful info (books / articles / new ideas)



Coffee meetings



Help people through change (counseling)



Sharing LinkedIn posts

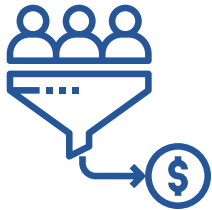


Invite to workshops / events



NOTE: Recalling the relationship you have built with your best referral partner, you have done 5 of the 6 above for her over time. Imagine how much faster you would have built that relationship if you did those more proactively?

FUNNEL:



Here we created a relationship marketing funnel to efficiently build the relationships around you to reach your goals.

If you follow this, it will be a game changer for you! Reaching your goals by building and leveraging the relationships you are investing in.

QUALIFY THEM: move to next level

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MESSAGE:



To be "relationship ready" you need to have your messaging "sticky". This means simple, memorable and repeatable.

Focus on these specific categories: Differentiation, Ideal client, success path, and products and services. These should be simple, one-sentence explanations for you.



Differentiation



Ideal Client



Success Path



Products / Services

NEXT STEPS:

Where do you go from here?
Here's a plan for what you should
accomplish in the next 90 days.



01

Description:



02

Description:



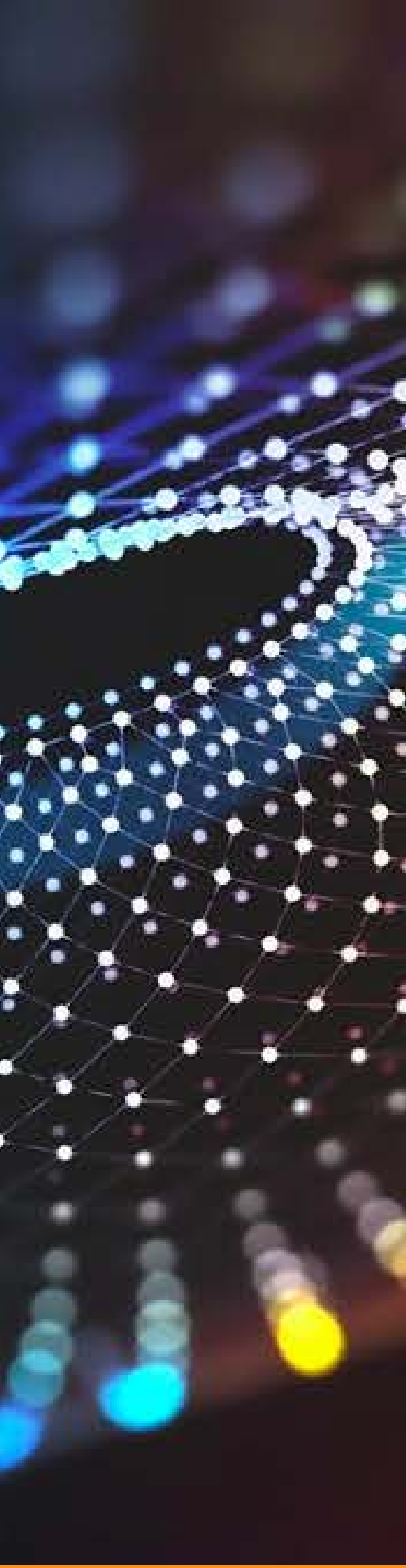
03

Description:



04

Description:



CircleBlast Network is a personalized Executive Business Platform for those who understand the importance of relationships but lack the time and process to build them proactively and strategically. We bring high-level, non-competing members together and facilitate programs, organize events, and track relationships to assure success.

Simply put, CircleBlast Network's Executive Membership platform is designed to facilitate and manage growth of personal, Executive relationships that scale business.

CONTACT

MEMO Marketing Group
1475 W. Oak St #516 | Zionsville, IN 46077
317-407-9110

www.memomarketinggroup.com 
info@get-the-memo.com 
[@getthememot](#) 