

Market Magnets #6

The Social Connector

Position yourself as a “go-to” person by sharing your network to help others

Chances are you have some pretty good connections. Connections you don’t even remember or recognize in terms of their value.

As your circle broadens, you’ll undoubtedly cross paths with people who might really benefit from knowing each other. For example, even though you don’t see kids in your practice, the person you know at the local high school might really benefit from knowing your colleague who has been seeing kids and families for years.

The colleague you know whose passion it is to do organizational mediating and employee relationship work might really want to meet the friend you know who is the HR director for a local company whose quick expansion has left her talking to you about the turmoil in her workforce.

Never underestimate the value of connecting people. It helps you and your reputation and it helps them. It can be for work purposes or not. I once introduced one of my referrers who mentioned looking for alternative treatment for her migraines and back pain to a colleague who runs a biofeedback/neurofeedback practice. It was a win-win-win and brought us all a bit closer.

The first step is to keep your eyes open for opportunities to make useful connections. Once identified, reach out to each person individually to ask permission to make the introduction. **Once everyone agrees, you might send an email like this:**

To: John Doe and Jane Smith
RE: Introduction

Hi Jane, my colleague John has a very successful home-town business that he’s just expanded. In that process, he’s added many new employees over a very short period of time.

Hi John. I’d like to introduce you to a colleague of mine who is passionate about helping small businesses develop and maintain a healthy work environment for their employees.

I thought it might benefit the two of you to meet. I’ll leave the rest up to you.

Take care,
Deb