

# HOW TO MAXIMIZE YOUR NETWORK TO FURTHER YOUR VISION

Something that helps you see massive results within your company is the people in your network. When you have a good connection, don't let it slip away! Keep in touch with this person, connect with them on a deeper level, learn from them and allow them to learn from you too. Connections are incredibly valuable and can even lead you to a new client, intern, or business partner from within their own network! You never know whom your story will inspire and who will want to get in touch with you because of your story!

## How to Utilize your Network

- Reach out / respond to people on LinkedIn
- Post about your story/ updates on your social media channels
- Encourage your network to share your social media posts
- Send emails to your network to keep them in the loop and show them how much you value them (don't just send a vague email that makes them feel like just another person in your network...personalize it especially to them!)
- Make a point of taking the connection offline once in a while and invite someone you want to connect with on a deeper level to lunch or coffee

## Gather Ambassadors

- If you worked with a client who absolutely loved working with you, encourage them to write your company a testimonial. You can utilize this testimonial on your website and social media pages (via quote graphic)
- Ask the ambassador to tell people within their network about the services you offer via word of mouth, social media, and email (bonus points for emails sent to both parties...example: "Hi \_\_\_\_ and \_\_\_\_, I thought you two would be a great connection.")
- Ask your ambassador to engage in your content on social media by commenting, sharing, and helping you represent your brand well online



### Strategically Pull Your Team Together

- Who do the people on your team know? Does their network know about your brand? Make sure the people you hire will represent you well and shamelessly brag about your brand on and offline
- Hire people from diverse backgrounds and different skillsets to diversify your talent as well as the networks of people that your team members have
- Encourage your team to share your story with the world by sharing with their networks- you never know who you can come across by doing this (new partnership opportunities, interns from within their network, new stories to be told, etc.)

### Offer More

By offering more and expanding your abilities, your company / brand will appeal to even more people. Make your main services a priority but if you're able to incorporate more you should! By offering more you...

- Expand your capabilities
- Grow your business network
- Increase your clientele

In order to offer more, you need to make sure you have the right people in your network. Take on a strong multi-talented team and surround yourself with a network full of people ready to support you!

### How Helm is Offering More to Our Clients

At Helm we offer a lot of services to best serve our clients in a way that will help them share their story with the world! One of our favorite services we offer is printing. If you have a live event coming up and need printed merch or signage ASAP... our print site offers ALLL the swag items, signs, and miscellaneous items you could possibly think of! With our print service, we make it easy for our clients from start to finish! To see a full list of our services, visit: <https://www.helmcreativestudio.com/services>

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