



Community Networking Checklist

The Heart & Hustle Blueprint | Module 4: Finding Your People

This checklist guides you step-by-step as you build authentic connections in your local area. By showing up consistently, offering genuine value, and following up thoughtfully, you'll grow your service business through trusted relationships and word-of-mouth momentum - without relying on a big ad budget.

1	Identify & Research Local Opportunities	
☐	List relevant local events and groups	
☐	Research meet-ups, volunteer days, chamber meetings, and neighborhood gatherings where your ideal customers spend time.	Complete within 2 days
☐	Find community boards and online groups	
☐	Locate active local Facebook groups, forums, and bulletin boards where your community already gathers digitally.	Complete within 3 days
2	Prepare Your Introduction & Value Offering	
☐	Craft a clear one-sentence intro	
☐	Develop a simple statement explaining who you help, what problem you solve, and how you create value.	Complete within 1 day
☐	Plan your value-first approach	
☐	Decide what advice, quick demo, useful resource, or helpful connection you can offer before pitching your service.	Complete within 2 days
3	Engage in Community Events & Groups	
☐	Attend selected local events	
☐	Show up with the mindset to serve, listen, and connect - not just sell.	Attend 2 events in 2 weeks
☐	Participate in online discussions	
☐	Contribute helpful advice and share your story consistently in local online groups.	Engage weekly
4	Collect Contacts & Follow Up	
☐	Gather business cards and contact info	
☐	Politely ask for emails, phone numbers, social handles, or preferred ways to stay connected.	Ongoing
☐	Send personalized follow-up messages	
☐	Within 24 hours, send a note that references your conversation and offers continued help or resources.	Within 24 hours
5	Maintain Consistency & Track Progress	
☐	Create a follow-up schedule	
☐	Set reminders to check in with promising contacts and nurture relationships over time.	Set up within 3 days
☐	Monitor your networking outcomes	
☐	Track which events, groups, and conversations lead to inquiries, referrals, or customers.	Review weekly



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Pro Tips for Community Networking

- Lead with genuine generosity. People can sense the difference between service and a sales pitch.
- Keep your introduction simple and focused. The easier it is to repeat, the easier it is to refer.
- Follow up promptly. A warm conversation can cool off quickly when there is no next step.
- Show up consistently. Communities build trust through repetition, not one-time appearances.
- Use a simple spreadsheet or CRM to organize contacts, follow-up dates, and referral opportunities.

Simple Contact Tracker

Use this space to capture your first networking conversations and decide your next step while the connection is still fresh.

Name / Organization	Where We Met	Need / Opportunity	Follow-Up Date

Heart & Hustle Reminder

You are not trying to collect random business cards. You are building real relationships. Show up, serve well, follow through, and let trust do what trust does best - open doors.