

the
WORKING
artist™

Building Your Audience

by **YANN ILUNGA**



About Yann Ilunga

- Swiss, Helsinki-based consultant, podcaster (since 2014), and speaker
- Master's & Bachelor Degrees in Communication
- Over the years, I've connected with hundreds of professionals from various industries and spaces
- Networking has brought me valuable connections, partnerships, opportunities and sales



Using a Sustainable Networking Strategy

The Biggest Networking Challenge

Even when we have the best of intentions...

...life gets in the way.

Using a Sustainable Approach

3 – 3 – 3 Networking

Add 3 New Contacts

3 – 3 – 3 Networking

Every week, add **3 new people** to your network
(e.g. LinkedIn, Instagram, etc.)

Add 3 New Contacts

3 – 3 – 3 Networking

Facebook Groups, LinkedIn searches (using AND, OR, NOT),
Lunchclub, Meetup.com communities

Contact 3 New Connections

3 – 3 – 3 Networking

Every week, engage with **3 new connections**
(e.g send them a message/email, suggest hopping on
a call)

Contact 3 New Connections

3– **3** – 3 Networking

Break the ice with your new connections --> gratefulness for the connection, short intro about yourself, compliment about something interesting the person does

Re-Engage 3 “Old” Connections

3 – 3 – 3 Networking

Every week, **reconnect with/contact 3 “old” contacts**
you haven’t talked with in a while

Re-Engage 3 “Old” Connections

3 – 3 – Networking

A **B** Go through your “contacts address book” (e.g. LinkedIn connections, Instagram followers) in alphabetical order

  Go through your connections based on their location

How to



Break the Ice

With New Contacts

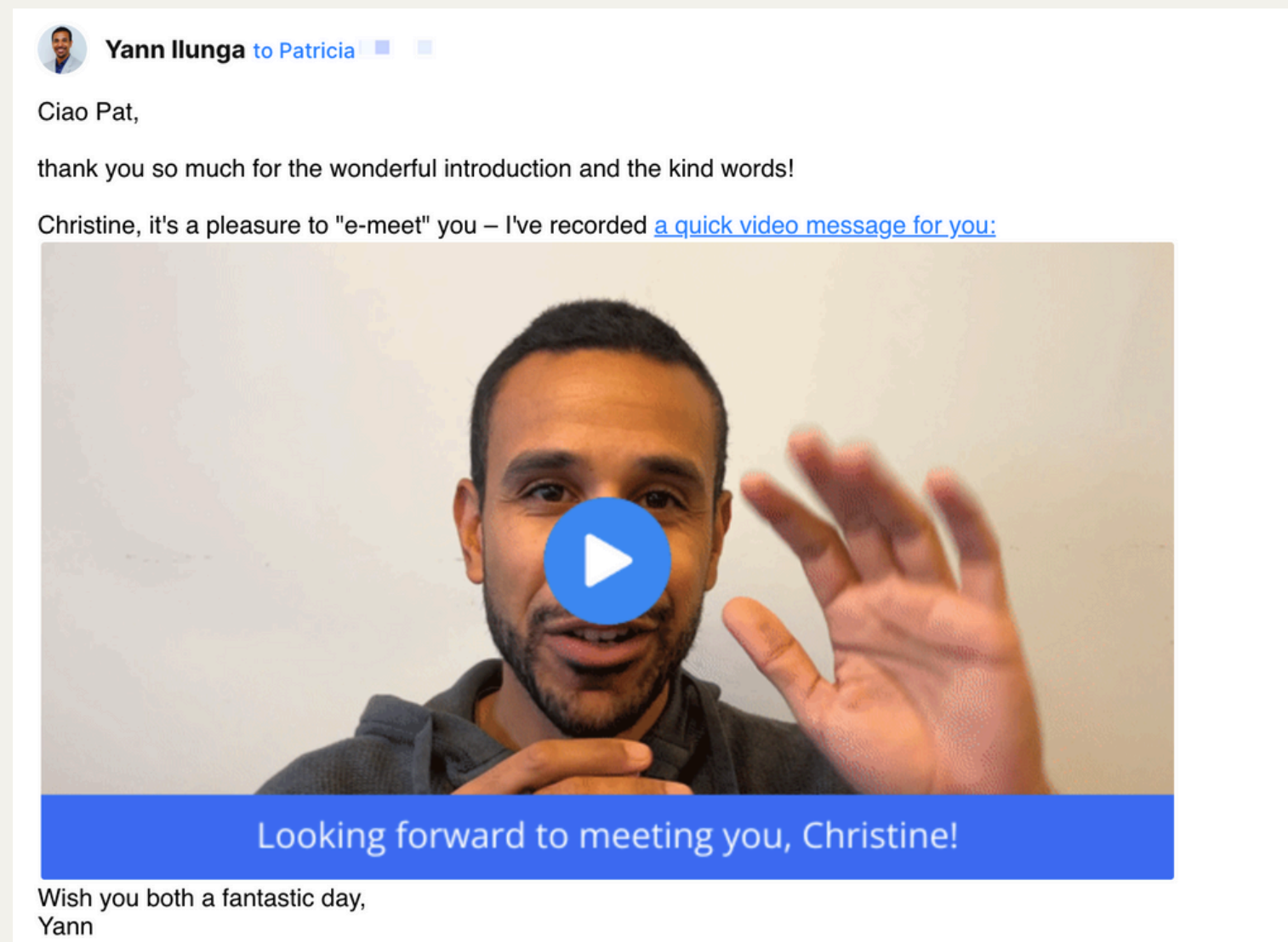
What to Discuss

There's a multitude of things you could talk about with your connections:

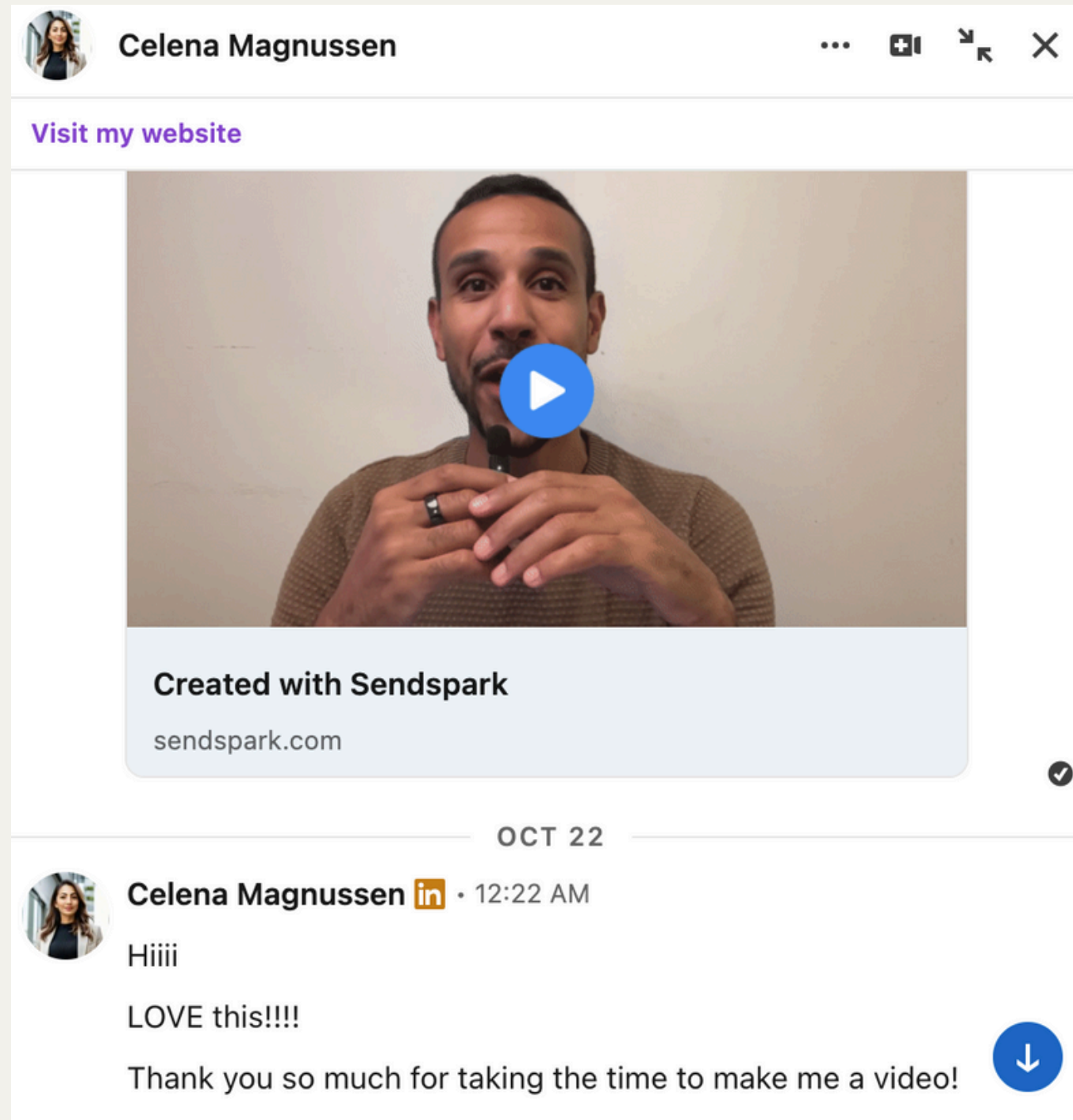
- Their art/what they do
- Your art/what you do >> make sure that this is put in your connection's context, so that it becomes relevant to them
- Something about them that has gotten your attention
- A resource (e.g. article, podcast, post, book) you'd like to share because you think could be helpful to your connection
- Your Golden thread

A Great Way to Stand Out

A short video message is a great way to stand out and add a personal touch to your networking:



A Great Way to Stand Out



(Most people AREN'T taking the time to do something like this)

A Great Way to Stand Out

 Hippo Video

 bonjoro



sendspark

How to **Save & Keep Track** of Your Contacts



Why This Matters

Keeping track of 3-4 people is easy...

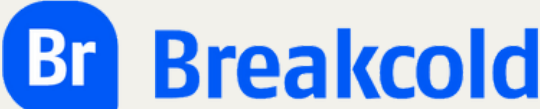
... but what if those become 30-40 people...

... or even 300-400 people to keep track of?

Your New “Best Friend”

- A CRM (Customer Relationship Management) tool enables you to create lists of contacts and keep track
- You can import contacts from various platforms
- You can add their contact details, as well as write down important notes for future reference

Your New “Best Friend”




Information

Engagement

Activity

Notes

Tasks



Crista (Cloutier) The Artist

Task

Add status

Connection strength

Good

Lists

ECP – S....

Tags

ECP – S.P.A.R.K.

Owner

yannilunga

Value

\$0.00

EMAIL

crista@theworkingartist.com

COMPANY

The Working Artist

COMPANY ROLE

Founder

WEBSITE URL

https://www.theworkingartist.com

LINKEDIN URL

crista-the-artist-whisperer-b95a0217

PHONE

+1

LINKEDIN COMPANY URL

– Sessions are about 90-120 min each

– C

– C

December - 2024

yannilunga

about 3mo ago

CALL: 11 DEC 2024

Start typing...

Send

Your New “Best Friend”

- There are a ton of CRM platforms:



- But you can even just use something like



- Just add the person's name, key contact details (e.g. email address), and field for notes/comments

What to Do Next

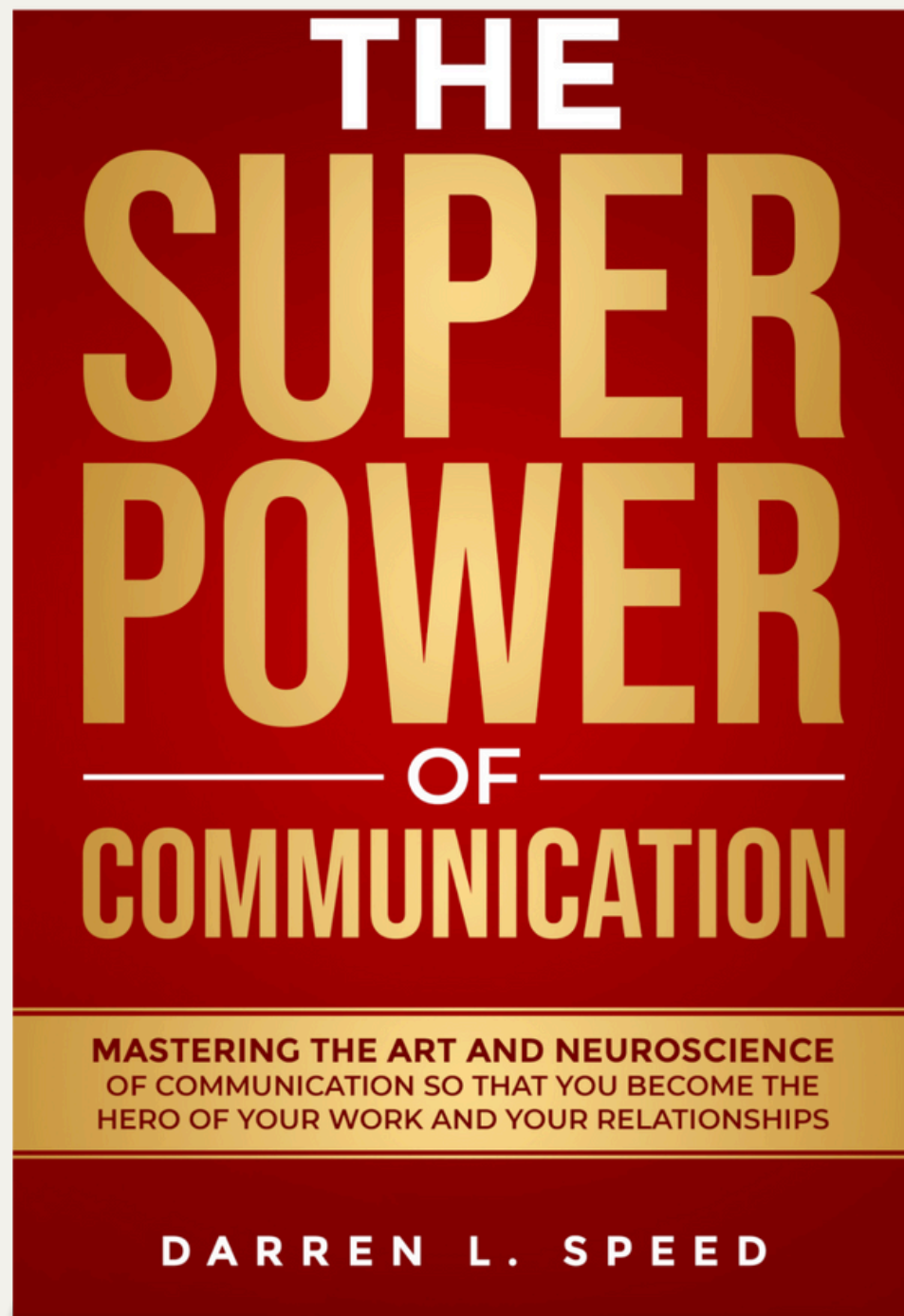


Your Next Steps

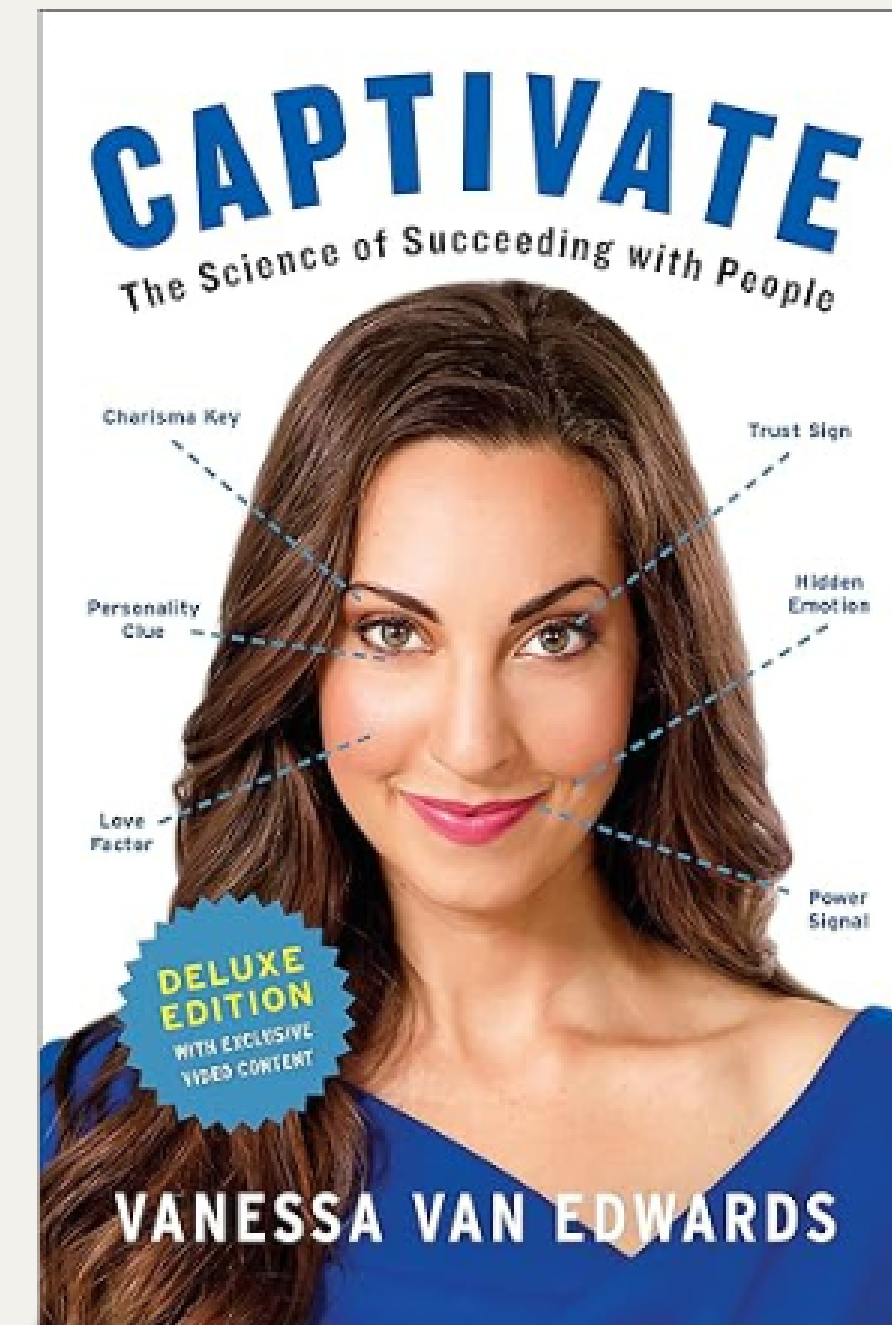
- ▲ Think about **3 places** – online or in person – that you can tap into to grow your network of contacts
- ▲ **Open your calendar** and block out a time slot (or multiple slots) dedicated to implementing the 3 – 3 – 3 networking strategy
- ▲ Sign up for a **CRM platform** or create yours (using Google Sheets, AirTable or similar)

Additional ✨ Resources for Better Networking

Recommended Books



Recommended Books



Let's Connect!

You can find me on [LinkedIn](#) (let's connect!)

or you can email me over at yann@yannilunga.com