

# NETCARING – WORD OF MOUTH TO GROW YOUR AUDIENCE

## BY GEORGE KAO

Networking may not feel authentic for many heart-full business people. What if we we authentic in our networking?  
That is where NetCaring is born from.  
Being more direct and honest. And caring.

The first possible easy tweak is to be more honest and simply flipping the care + ask combo. How about asking first and THEN connecting?

The true first step of NetCaring is to actually genuinely caring about the person you are NetCaring with. Then asking people for help doesn't have to feel stressful or out of alignment.  
Who are some people you genuinely care for who might also be able to refer clients to you?

How could you keep in touch with them if you aren't already in regular communication with them?  
It could be as simple as commenting on their Facebook posts or sending them an email...

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The only difference between NetCaring and what you are already doing is creating a more systematic approach to your activities with referrals and collaborations in mind.

Is word of mouth one of the biggest sources of new clients for you?  
Is it worth dedicating some regular time to growing this?

Creating regular content makes referrals very easy for your NetCaring buddies. What kind of content could your NetCaring buddies share with the people they know? Where are you showing up? Blogs, social media? Something else?

Most businesses do not dedicate ANY time at all to consciously connect with their colleagues or possible referral buddies. If you spent 5 minutes a day you could be NetCaring. Or you could dedicate an hour a week. How much time per week could you dedicate? Which day and how long?

Which NetCaring activities feel the easiest and most love infused to you? Commenting on YouTube, Facebook, Instagram, YouTube? Replying to someone's email newsletter? Something else?

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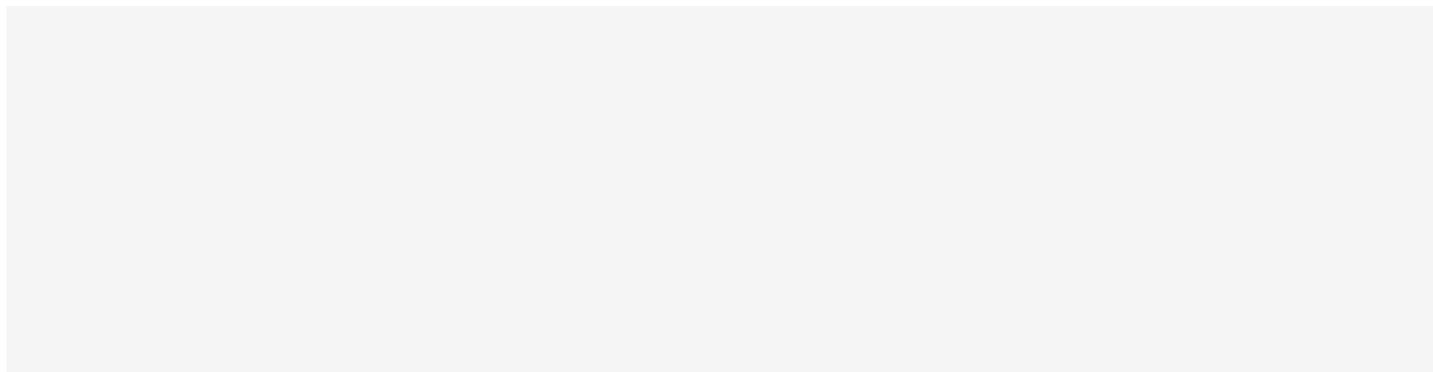
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Joint ventures and collaborations take NetCaring to the next level.

Interviewing colleagues with a similar size audience can be a massive win-win for growing your audience.

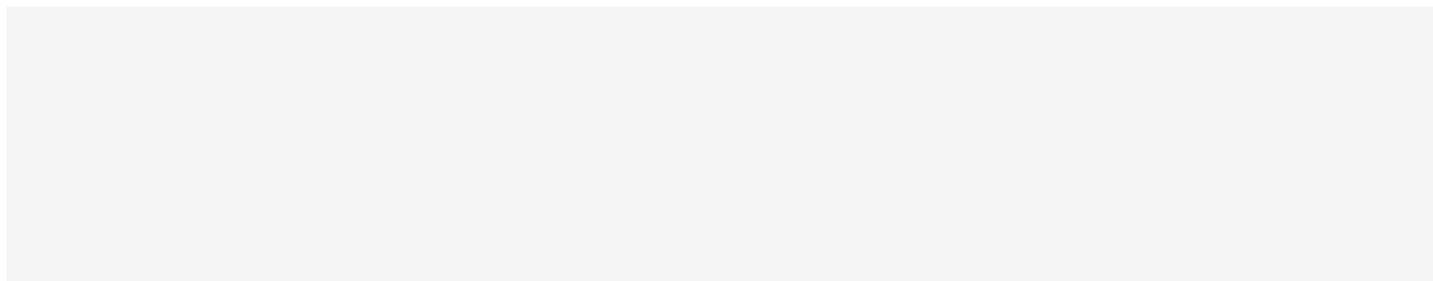
Who are some people you could interview?



Rather than creative public content, another option is private interviews.

You can jump on a Zoom with a NetCaring buddy and practice articulating your value.

Who are some colleagues you could have private interviews with?

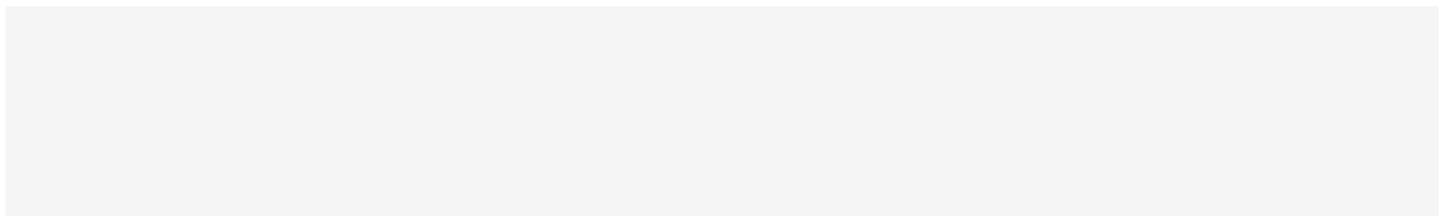


Co-working is a way to grow your NetCaring.

Have you tried Focusmate?

Having affiliates is another NetCaring avenue however it works best if your affiliates have a large audience.

is having affiliates something you are ready for?



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Question:

How can we systematise our NetCaring?

George has a spreadsheet :)

You can make a list of people you would like to connect in a Google Doc and shuffle their name to the bottom of the list when you connect with them. Then the next time you do NetCaring you connect with number 2 on the list.

Regular simple activities like genuine, loving emails or social media commenting are NetCaring activities.

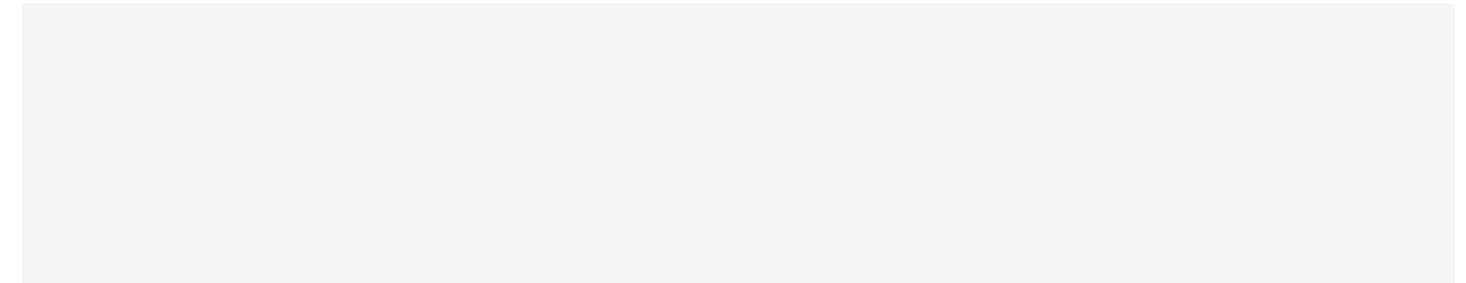
How to find people you can reach out to:

Where am I being invited?

Who would like to introduce us to others?

Who is doing something that my audience needs a hand with?

You can also use LinkedIn to see what kind of people are connected and might introduce you to others.



How can you reach out to people?

You can direct message people on Instagram or Facebook

You can email people directly

We each have our own voice and way of connecting.

So try different things. Do experiments.

NetCaring is a win win.

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Looking on LinkedIn or Facebook lets you see who has mutual connections.

You can reach out to people and ask to be introduced.

If you spend an hour a week on NetCaring you are spending 100% more time in your business you are already out playing nearly every other business on the NetCaring front.

Even one hour a month!

How many people a month could you connect with?

Other notes and insights:

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