

From Your
Network
Group

To Your
Power Team

Presented by Tom Gosche,
Business Strategist

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◆ Chambers of Commerce (Wide end of the Pool)

- You gain **broad visibility** and connect with many people.
- Great for **initial exposure** and brand awareness.
- Relationships tend to be **shallow** unless nurtured further.

The Networking Pool of Success



◆ Networking Groups

- These offer **regular touchpoints** (weekly or monthly).
- You start building **recognition and rapport** with others.
- Referrals happen more often but may still be general.

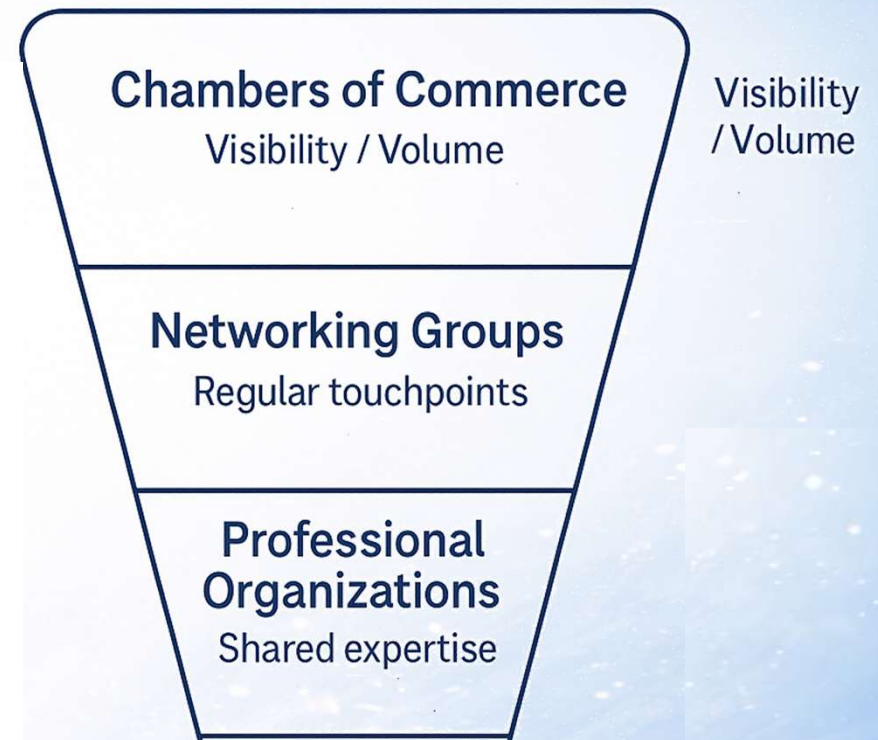
The Networking Pool of Success



◆ Professional Organizations

- Centered around **shared expertise, credentials, or industries.**
- Trust builds faster due to **common ground.**
- Relationships grow stronger, and referrals are more **qualified.**

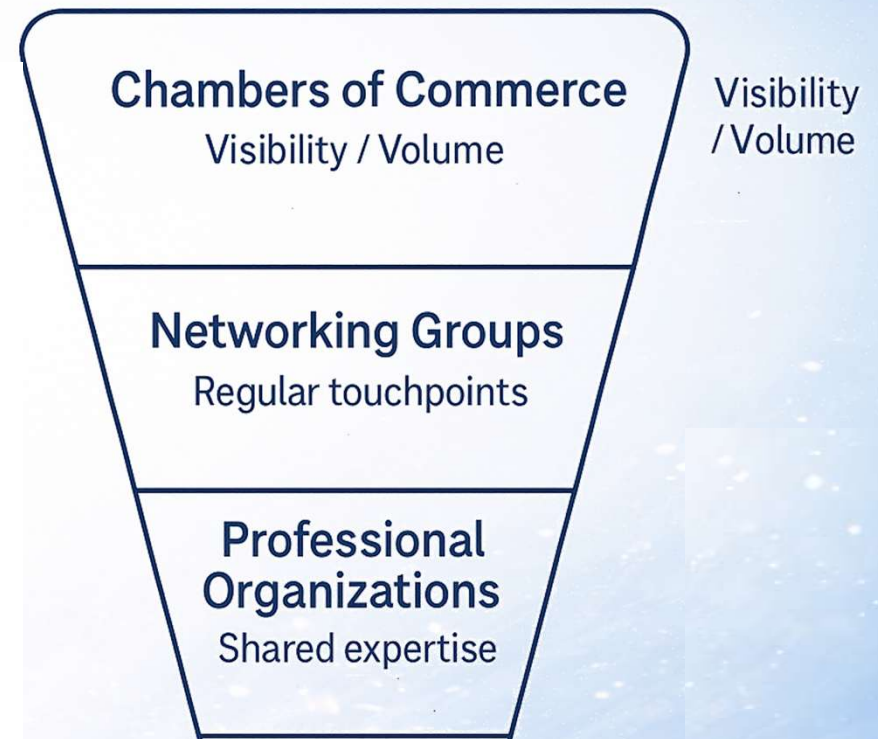
The Networking Pool of Success



◆ Service Clubs and Volunteering

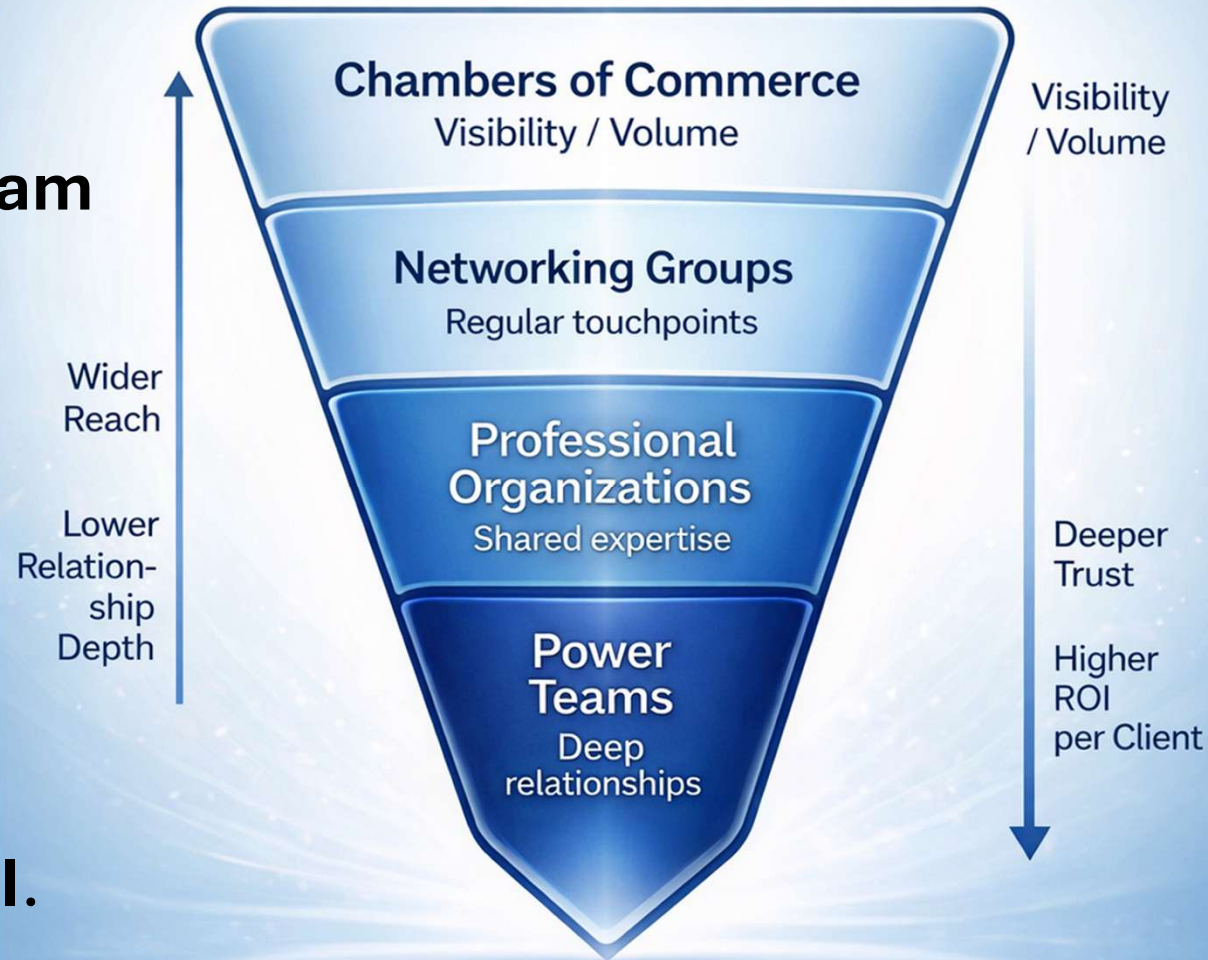
- Centered around **shared values** and **meaningful causes**.
- Trust builds naturally through **serving together**.
- Relationships grow deeper through **shared purpose and community impact**.

The Networking Pool of Success



- ◆ **Power Teams**
(Deep End of the Pool)
 - These are your **referral dream team**—complementary, strategic partners.
 - Built on **deep trust and consistent collaboration**.
 - Fewer contacts, but each is high value with **strong ROI**.

The Networking Pool of Success



Introduction to Power Partners

Clarity + Collaboration → Stronger Referrals



Networking Groups Are the Starting Point

Your networking group gives you:

- Regular touchpoints
- People you get to know and trust
- Opportunities to give and receive referrals

**But not everyone in the group will be an
equal referral partner.**

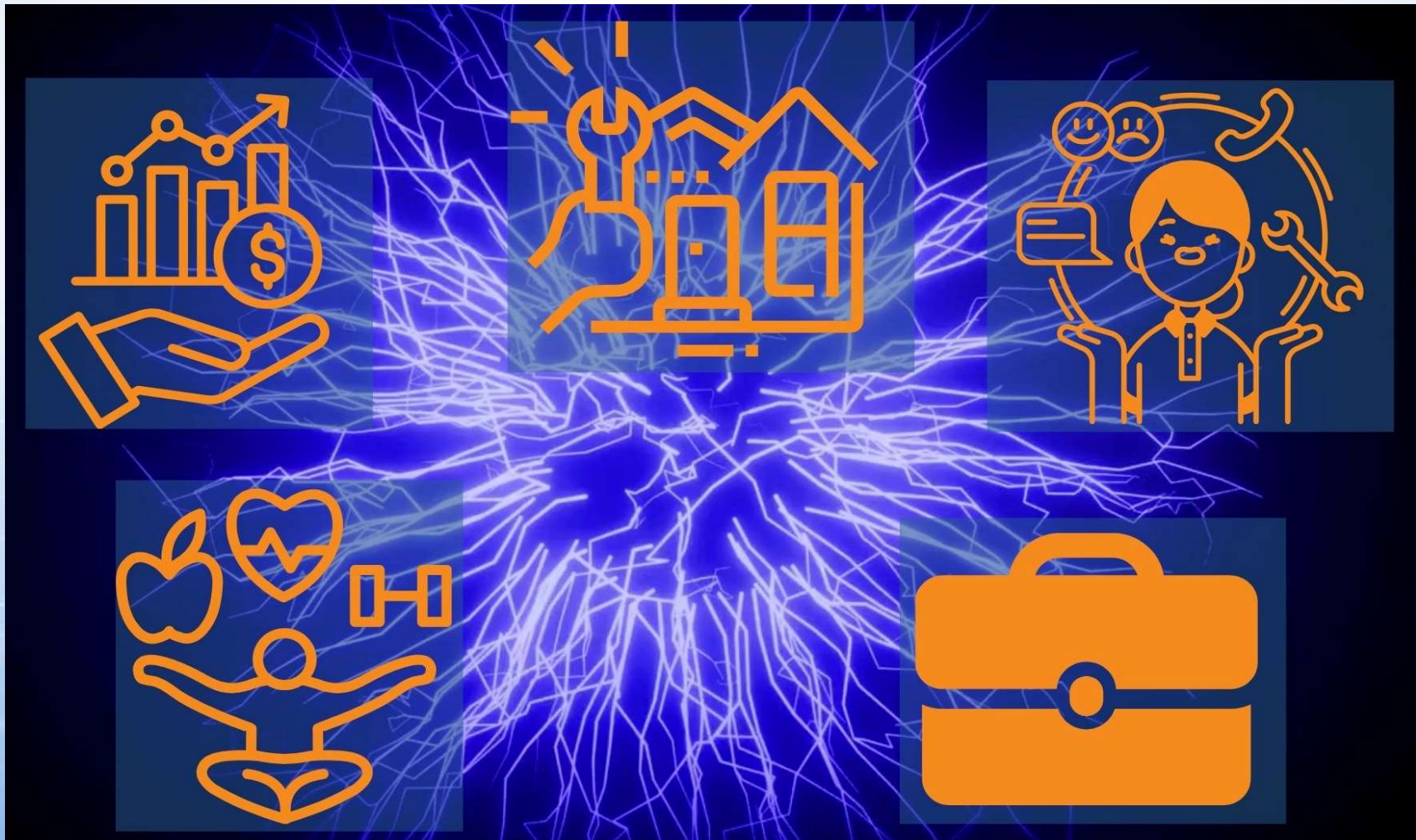
Find Your Power Team Within the Group

**Who serves the same clients you do —
but does something different?**

Those are the people you should get to know better.

Power Partners → Power Team → More Referrals

5 Basic Power Teams



Financial

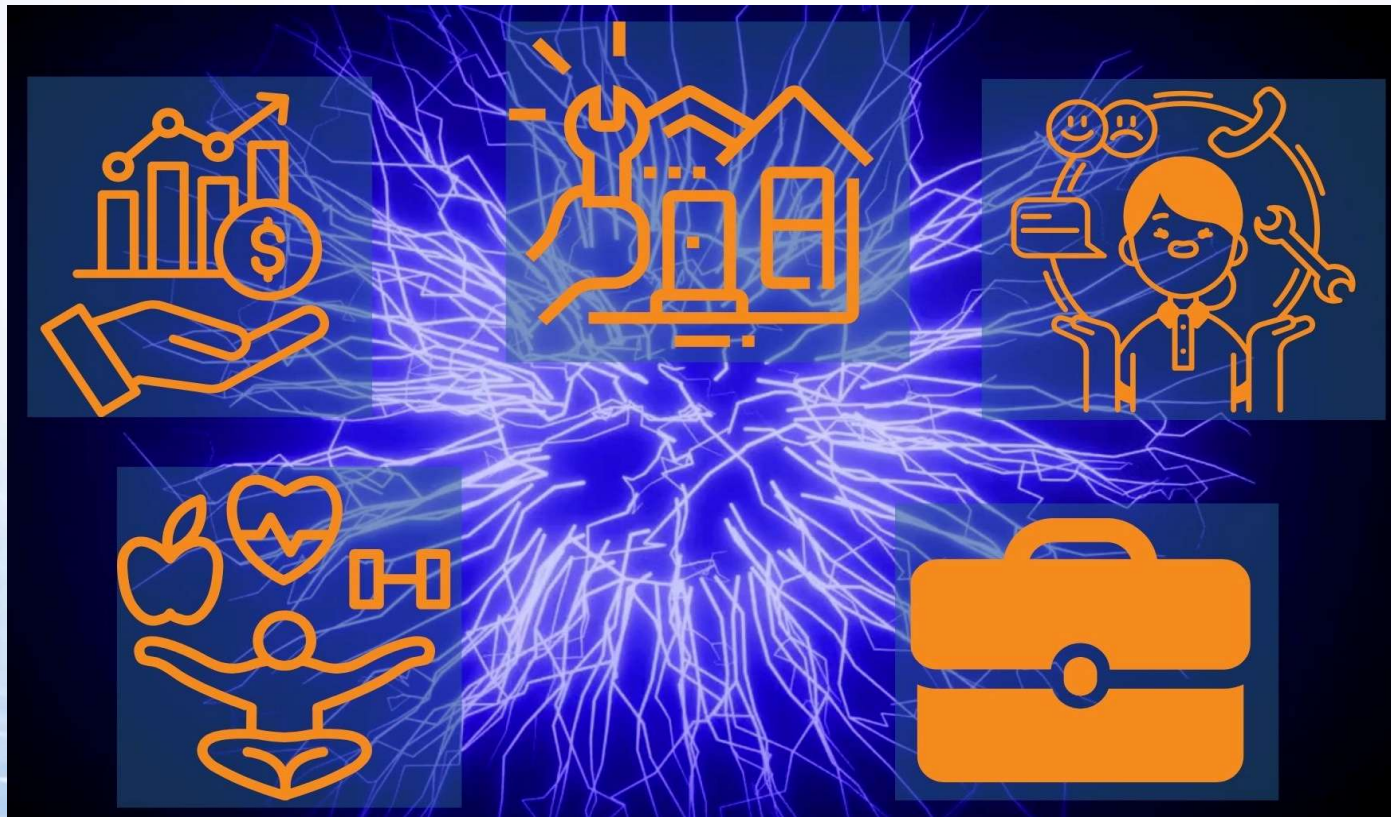
Managing, protecting and planning money

Home

Buying, selling, maintaining and improving

Personal

Family, lifestyle and everyday needs



Health & Wellness

Health, recovery and well-being

Business

Helping businesses operate and grow



Business Power Team

Accountant • Banker • Business Attorney • Commercial Insurance • Payroll/HR • IT • Business Consultant

Listen for:

- “I'm starting a business.”
- “We're hiring.”
- “Cash flow is tight.”
- “I need help with my books.”
- “We're growing.”

One business need can create opportunities for several Power Partners.

Home Power Team

Realtor • Mortgage • Home Inspector •
Insurance • Contractor • Moving
Company • Home Services

Listen for:

- “We're buying a house.”
- “We're thinking about selling.”
- “We're moving.”
- “We need to fix up the house.”
- “We're remodeling.”

**Buying, selling and moving create
multiple referral opportunities.**





Financial Power Team

Financial Advisor • CPA • Estate Attorney • Banker • Insurance • Benefits/Medicare

Listen for:

“I'm getting ready to retire.”

“I received an inheritance.”

“I sold my business.”

“I need to get my finances organized.”

“We need to update our estate plan.”

Financial changes rarely involve just one professional.

Personal Power Team

Family Attorney • Travel • Event
Professional • Photographer • Senior
Services • Personal Services

Listen for life changes:

- Marriage
- Divorce
- New baby
- Aging parents
- Travel
- Major celebrations

**Life events create opportunities to
help each other's clients.**





Health & Wellness Power Team

Physical Therapist • Chiropractor •
Massage Therapist • Fitness
Professional • Nutrition • Mental
Health • Health Insurance

Listen for:

- “My back has been bothering me.”
- “I'm trying to get healthier.”
- “I'm recovering from surgery.”
- “I need to start exercising.”
- “I need help with my diet.”

**Know when another Power Partner
can help.**

Who Is YOUR Power Team?

Look around your networking group.

Who is already on your Power Team?

Who should you get to know better?

Who's missing?

Activate Your Power Team

Start with a One-to-One.

- Learn who they want to meet
- Know what to listen for
- Make introductions
- Share opportunities

Turn your Power Team into your sales force.

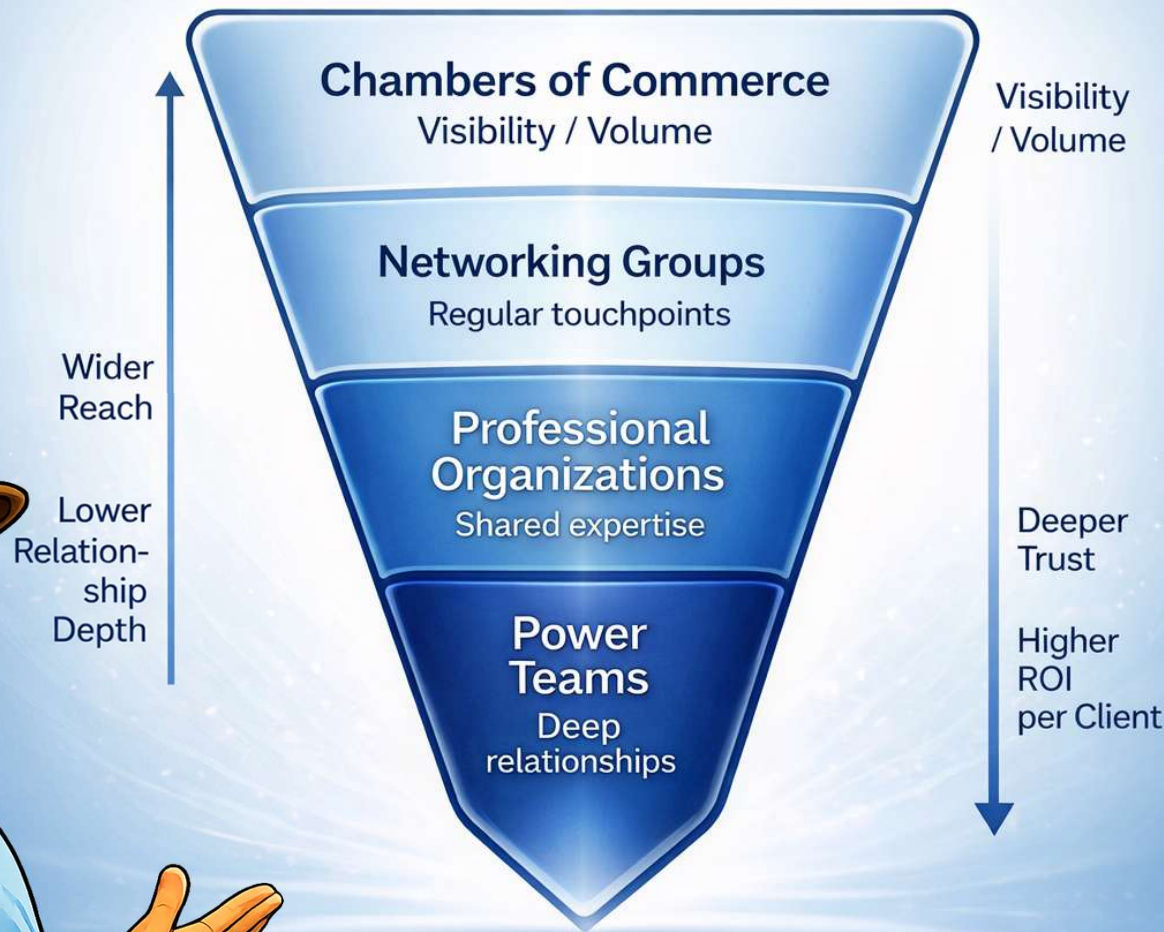
Activate Your Power Team

Then **build the team.**

- Bring together 3–5 committed Power Partners
- Meet regularly
- Invite missing professions
- Give referrals and hold each other accountable

Turn your Power Team into your sales force.

The Networking Pool of Success



Your Power Team Challenge

Before your next networking meeting:

- **Identify 3 Power Partners.**
- **Schedule a One-to-One.**
- **Make 1 introduction**
- **Invite someone to add to your Power Team.**

Imagine the Possibilities!

If there are 5 people on each Power Team in your networking group...





Keep Your Networking S.I.M.P.L.E.

S – Sign Up

I – Investigate Success Tracks

M – Make Time (20 Mins/ Week)

P – Pick Your Path

L – Learn & Apply

E – Execute & Evaluate





**THE NETWORKING
NAVIGATOR**
Turn networking into results



May be tax-deductible as a business expense for
Navigator's (b)Log
Meet Your Navigator
The Ne
Navigator B.R.A.N.D. Tracks - Personalized for Your Networking Situation ▶ Contacts

Contacts to Clients Blueprint

Strategic Positioning + Consistent Action →
Sustainable Growth



Navigator Personalized Situation

This track is based on the B.R.A.N.D. presentations and workshops v deliver, designed to help you you are, what you do, and support you — based on situation.

Whether you're transition, or you'll shape you show

Not sure where to start?

That's okay. You'll always have access to **all** Networking Navigator tracks. Paths simply give you a **guided starting point** — and you can switch anytime as your goals evolve.



The Networking Navigator — Path Selector (Auto-Scoring)								
Instructions:								
• For each question, choose the ONE option that fits you best right now.								
#	Question	Clarity & Confidence option	Pick (1)	Consistency & Visibility option	Pick (1)	Growth & ROI option	Pick (1)	Check
1	When you introduce yourself at networking events:	I struggle to clearly explain what I do	I	I know what to say but I'm inconsistent		I'm confident but want better results		
2	My biggest networking challenge right now is:	People don't fully understand my value		I disappear when work gets busy		I'm networking regularly but ROI isn't where I want it		
3	What would help me most right now?	Clear messaging and confidence		Structure and consistency		Strategy that turns relationships into referrals		
4	After networking events, I usually feel:	Unsure if I communicated well		Motivated but inconsistent with follow-up		Energized but wanting more tangible outcomes		
5	Which statement fits you best?	I need to sharpen how I communicate my value		I need a repeatable networking rhythm		I need stronger partnerships and measurable results		
Totals		Clarity	0	Consistency	0	Growth	0	

Scan to get the BRAND Compass Worksheet and the Navigator Assessment Auto Scored Selector

Choose Your Networking Path

Start where you need most. Access everything you need to succeed.

Subscribe
Today!



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for \$5 your First Month

ALL NAVIGATORS GET ACCESS TO EVERY SUCCESS TRACK



Business Planning



Decision Matrix



Gratitude & Referrals



Referral Metrics



Time Mastery

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★ Clarity & Confidence

Best if You Say:

“I struggle to clearly explain what I do, I don’t always introduce myself confidently.”

This path helps you:

- Clarify who you help & add value
- Communicate with confidence & ease
- Adapt your style to different people
- Improve introductions so people remember you

Success Tracks include:

- Introducing Yourself with Impact
- The Platinum Rule
- Givers Gain
- Presenting Your Expertise

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Continue the Journey — Free

Scan the QR code to receive:

✓ **The B.R.A.N.D. Compass Worksheet**

Discover how to communicate what makes you memorable.

✓ **The Networking Navigator Assessment**

A quick self-assessment that identifies your best starting point.

✓ **Navigator Focus Emails**

Receive practical networking tips and monthly focus ideas delivered to your inbox.

**Start building smarter networking habits—
NOW!**

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