



Good to see you over here friend!

Thanks for taking action. Your future self is already thanking you. Below are some initial steps we need you to take to keep the momentum going. Jump right into it and before you know it you will be finishing your first Connection Club event thinking, "I did it! I really did it!"

Here we go!

1. Add [yourfriends@themoremore.com](mailto:yourfriends@themoremore.com) to your contacts list to avoid future emails going to a junk folder. Nothing kills the mood more than you thinking we are ignoring you!
2. Being organized will help you succeed. To keep things in order, it's best to create a folder on your computer called The Connection Club. This is where you will keep all the important stuff we send to you now and into the future. Things like this PDF!
3. As your second file in this folder, we want you to make a list of the people you are considering inviting to be members of your Connection Club. To help you create this list, we have offered some character traits to consider before making your selections. When making your selections, we strongly encourage you to invite people you aren't super close to. They can even be people you hardly know at all. It's totally fine if you want to start your group off with a few people you love talking to, but remember a big benefit of having your own Connection Club is the opportunity to engage in conversations with people outside of your regular day to day orbit.
5. After you have made this list, we want you to sit on it for a couple of days. Not literally of course, unless that's your thing, but figuratively. Go crazy adding anyone and everyone you think could be a potential fit and then after a couple of days, revisit your list to see which ones make more sense than others.

## **OK, WHAT KINDS OF PEOPLE SHOULD YOU INVITE?**

Generally speaking, you are looking for people who possess most, if not all of the qualities listed below. People who...

- **Enjoy learning and growing as an individual.**
- **See value in connecting with others in a meaningful way.**
- **Are thoughtful and considerate.**
- **Care about the future of planet earth.**
- **Are open minded and respectful of other people's opinions.**
- **Will support others in their journey to personal success and happiness.**
- **Would loan you money if you asked for it. Ha! Ok, this last one is optional.**

**WHAT IF I DON'T KNOW PEOPLE WITH THESE KINDS OF CHARACTERISTICS?** (see next page)

## HERE ARE SOME HELPFUL TIPS ON ATTRACTING PEOPLE OUTSIDE OF YOUR REGULAR NETWORK.

Well, first of all, let's just say that you are probably being too hard on yourself. But we get it. High quality people aren't exactly a dime a dozen, so we understand if you might need a few tips on how to attract them to your club.

- First and foremost, don't be afraid to invite people you don't know very well or even don't know at all. It could be a co-worker, neighbour or a friend of a friend. Or why not reach out to someone you knew in the past who possessed these qualities to see if you can rekindle that relationship? Don't worry, as the leader of your own Connection Club, if you end up making a bad selection, we have tools that will help you move them in another direction. Some of them are even legal! Just remember that your first group won't be your last group, so go with the flow. And people will feel flattered just for being asked!
- Don't worry if you have to start off small. Maybe you only know two people that possess these qualities? No worries! Start with two people for an awesome monthly three way conversation! Heck, your group could consist of just you and one other person in the beginning and it will still be a fulfilling experience! Trust that it will grow at the pace it's meant to.
- One thing we strongly encourage is asking your initial members to invite one other person from their own network who fits the bill. Good people know good people. If you do allow people to invite others, just make sure you encourage them to use the same criteria you used to choose them.
- Some people like to co-lead The Connection Club with a friend or colleague. Sure, you have to give up half of the autonomy, but collaborating with someone else could be fun too and will help you attract members.
- You can also spread the word on social media. Yes, this might put you into the awkward position where you have to say no to certain people, but without a little risk there will be no reward! There are people out there who will raise their hand that aren't currently on your radar that would love to join your Connection Club.
- Always remember that the journey to a successful Connection Club will come with lessons to learn and stories to tell, so don't forget to enjoy the process.

Alright, this is more than enough to get you going. We strongly encourage you to start making your list of potential members for your Connection Club as soon as possible. Maybe even right now? Hint hint! We will be sending you another email soon with next steps after you have created your initial list of invitees.

In your next email we will be providing you with some cool marketing material that you can use to start inviting people to become members of your Connection Club. You're going to look like a pro! And just so that you are aware, all Connection Clubs meet during the first week of every month. You can choose any time that suits the group as long as it happens during the first week of the month. This helps put Connection Clubs from around the world on equal footing, while giving all members the chance to talk about the same life changing topics.

Before you go! Take a moment right now to remind yourself of how awesome you are for taking on this initiative. Not everyone has the guts to lead something new and meaningful, so on behalf of the lives you will soon be changing, thanks for being you!

Your friends at The More More