



Welcome back to the party!

At this point you are inching closer to attracting the first member of your Connection Club. Feels good huh? However, let's remember that we want to get this right the first time, so let's go over a few important things.

HOW DO YOU GET PEOPLE AS EXCITED AS YOU ARE ABOUT YOUR CONNECTION CLUB?

The first thing you need to know is that not everyone will be as pumped about this thing as you are. We know what it's like to invite people to things we thought were pretty awesome in the past, only to discover that not everyone is as cool as we are! That's ok! You don't want people joining your Connection Club unless they are as stoked as you are! And don't forget that someone's lack of enthusiasm may have nothing to do with the club itself, but rather because the idea of talking to strangers scares the hell out of them. If that happens, don't take it personally.

One thing you may also notice is that those who are not interested may feel bad admitting it. They like you and don't want to hurt your feelings. For that reason, instead of just being honest with you, they prefer to hide by faking their own death and not respond. Again, don't take it personally. It's not you. It's their own journey, and you just have to love them from a distance.

THANKS FOR THE PEP TALK, NOW WHERE'S MY MARKETING MATERIALS?

Hold your horses my friend! There are still a few things we need to figure out before you pull the chute.

The first one being...

SHOULD YOU DO THIS VIRTUALLY, IN PERSON OR BOTH?

- No matter what, remember this is your Connection Club, so do what feels right. Your club will die a painful death if you aren't aligned.
- Pro for going virtual: Going virtual allows you to cast a wider net by inviting people from across town or in other geographical time zones, which helps build the size of your club a bit faster. Keep in mind going virtual requires you to have access to a platform such as Zoom, Google Hangouts, Streamyard, Microsoft Teams, etc. Some are free and some are not. If you choose to build a large Connection Club using a virtual platform, make sure you choose one that allows you to put people into smaller groups. Online discussions between eight or more people are better when broken up into smaller groups.
- Con for going virtual: Going virtual makes it difficult to take advantage of the benefits that come with personal face to face interactions, such as eye contact, body language and being able to hug it out.
- Conclusion: One isn't better than the other. Just different. We just want to get you thinking about this from all sides.

OK, LET'S START INVITING PEOPLE SHALL WE?

1. Below are links to download a PDF that you can attach to email invites you send out to potential members. You will notice that there are three separate PDF options to download depending on whether you choose to meet in person, virtually or both. Please make sure you download the correct PDF in order to avoid any confusion.
2. When inviting someone we recommend you do it individually, rather than sending out a mass email to a large group. It feels more personal and is often more effective in gleaning a response.
3. If you aren't overly tech savvy, skip the PDF and instead click the link to a text that you can simply cut and paste into the body of an email.
4. If you choose to cast this to a wider audience by promoting it on social media, below you will find some shorter copy that you can cut and paste into platforms like Facebook and Twitter.
5. When you find yourself verbally inviting people to join your group, everything you need to say is essentially found in the same PDF or Text links below. Read the marketing we have provided out loud a few times until you have your elevator pitch down to a science.
6. One thing you will not see in any of the marketing is the option for members to invite other people to join your group. That's something we encourage you to communicate on your own should you go that route. Just remember that if you give someone the green light to invite someone you do not know, remind them to follow the same criteria you followed in choosing them in the first place. You can also give them the same marketing material we are giving you to invite their own friends.

That should do it. OMG! Are you ready to do this? We know we are giving you a lot to think about, but we want this to be the beginning of something big for you! It's always better to get it right the first time by starting with a solid group of likeminded people, and then growing your Connection Club from there. You will find that it is easier to expand than to contract, so be thoughtful with your choices as it will pay off in the future. Slow and steady wins the race!

Remember that on the first of every month the questions will be sent to all members of The Connection Clubs around the world. Depending on today's date, you have until then to get your group together. And don't worry if you don't get there in time. You can always start the following month. You are in this for the long game!

In the coming days we will be sending you another email with steps to follow so that you can register the members of your Connection Club. This allows us to take the work off your plate of sending the questions, reminding people of meetings and so many other things. For now...

Here we go! Get ready for the excitement of hearing people say, "I'm in!"

Your friends at The More More.