



# PARTICIPANT WORKBOOK HANDOUT

## MODULE 5

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## Module Five: Start With Your MAP

### Exercise 1: Start Your MAP

Set up your MAP in Excel or another spreadsheet of your choice. An example of how to set up a MAP is included at the end of this module. The following are prompts to get you thinking about the types of categories of people you ought to focus on.

Take five minutes to add to your initial banner wavers contacts list that you began in Module 3, Networks Versus Relationships:

1. People you already know (these can be an extension of the list of Banner Wavers you have already identified); keep going and build out the list to a minimum of 25 names

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2. Groups you belong to or have been connected to in the past (for example college fraternity, sorority, my church, workers from my old company, my wife’s dinner group, volunteer groups I’ve been active in, the PTA, associations I’m active in, etc.)

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3. Now, add people you do not know but *want* to know:

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4. Hiring managers or employees at companies you want to work for, people who are doing what you want to do, thought leaders in industries you are tracking, and Chamber of Commerce contacts

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5. Companies (and titles of people) who might need your skills or could introduce you to potential clients, if entrepreneurial: people who work in industries or companies you would like to work for

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### From Relationship to Opportunity

Many times, your best introductions will *not* come from your close friends. Instead, they will come from your banner wavers who run in different circles, as quite simply, they know people you do not.

### Expand Your MAP

Your assignment this week is to build out your MAP with greater details. List who you know from sources like:

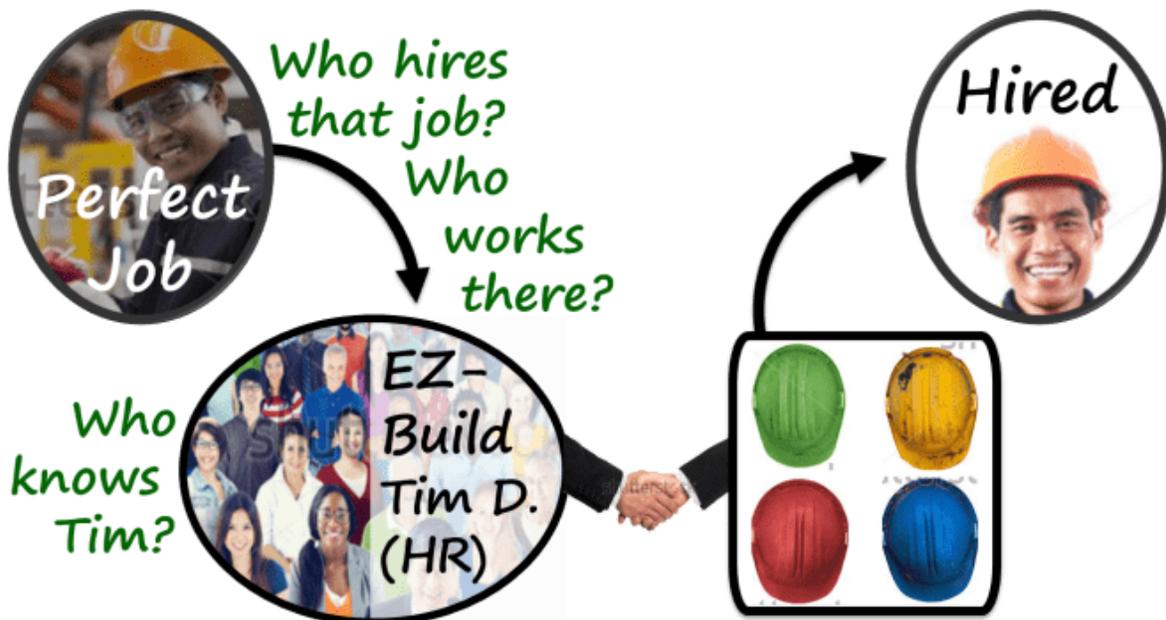
- Address book, email contacts and social networks (and your significant other's)
- People in groups you have been part of

List who you want to know, including:

- Types of jobs similar to your ideal opportunity
- Companies employing those in titles you are interested in
- People who work there (Use social media and company websites to identify them.)
- If freelancing, potential sources of clients
- People your banner wavers suggest

Approach the first list (who you know) to introduce you to the second list (who you want to know).

### Example: MAP → Yellow-Blue-Red (YBR) → Job Offer



## Exercise 2: Approach a Contact

Hint: Approach people one-to-one (not ever via impersonal mass email).

### “Will People Really Help Me?”

Yes, with the right approach:

- People generally *want* to help. Don't you like to help others?
- Flatter them and thank them up front for a few minutes of their time to ask a few questions
- Use your story of you and best talent to help others position your value
- Make it easy: be specific! (Example: “Do you know anyone who works at Speedyboat, Inc.?”).

### “What If I'm Shy?”

One introvert had only five contacts to put on her MAP. She realized she was really limiting her career! *“So, I got out of my comfort zone. I started meeting people... and that's how I found my next opportunity!”*

### Smart Networking

When expanding your relationship base, optimize your time. Do not attend every networking event out there. Target three to five coffees with individuals you know a week, that way you begin talking with people who already know you. Get actively involved. Focus on the quality of your relationships.

## Exercise 3: Find an Opportunity

Today, make it your goal to identify one person with a connection to a company that employs people in your industry, or in positions related to your perfect opportunity.

### “Does This Really Work?”

Yes, when you do it in an organized, systematic way. Seventy-five percent of Americans work for small and mid-size businesses you have never heard of. Use relationships to find the 80% of hidden jobs and meet the managers before they post it. *You need to be* the reason the job never posts!

### Expand Your MAP

Put *everyone* you know on your MAP. All relationships matter. Most people have many more friends and allies than they realize. It is about “Yes, I like you and trust you” vs. “No, it is not a good match and most likely you won't help me.”

Group your contacts and follow the ranking system below:

- Premium contacts (4 or 5 ratings)—well-connected, insightful or most likely to help if asked
- Past professional contacts (1-3 ratings)—colleagues, vendors and providers
- Online or offline contacts (rate accordingly)—networking groups, other peers and social media sites
- Professional association contacts (rate accordingly)

- Personal contacts (rate accordingly)—childhood friends and people from hobby, faith, or university groups
- Friends and family (rate accordingly)—especially those who have professional networks of their own

Rank your contacts from Ones to Fives:

1. They do not know me
2. They know me but have never helped me
3. They know me and have helped on occasion
4. They are a trusted advocate
5. They are trusted and have demonstrated they will actively help and will send me referrals / make introductions

**Basic Sample MAP:**

Rank (1-5)	People I Know	From...	Contact Info	Notes, next steps
5 – Banner Waver	Sara Little	SaSa, Inc.	sl@sasa.com	I need to thank Sara for the introduction to Frank by 10-12
5- Banner Waver	Paul Perry	College	perry@uni.edu	Paul’s uncle holds a position in an industry I’d like to know more about, ask for intro by 10-15
5- Banner Waver	Stan Lind	College	555.6588	Dept Head: Will ask for industry intros in consulting finance by 10-15
4	Paul Efrain	Classmate	pe@gmail.com	Classmate in MIS 320, need to reconnect by 10-20
3	Steve Walt	Classmate	walt@com.net	Fellow intern at SaSa, reconnect by 10-20
2	Tom White	EZRecs	555.6541	Ask Paul for intro to Tom. Think they need my best talent by 10-15
1		Emerald Co	od@em.com	No contact, use LI to identify past employee doing what I want to do by 10-15



### Detailed Sample MAP

Help Level	Contact Type	First Name	Last Name	E-mail Address	Phone Number	Company	Comments
5	BW	Bill	Allen	Bill.Allen@kc.rr.com	(913) 555-8888	Acme, Inc.	Ask intro to Bill
5	BW	Don	Smith	Don.Smith@gmail.com	(505) 123-4567	Marketsmartz	Meet Sprint contact
5	BW	Mary	Brown	Mary.Brown@aol.com	(913) 210-8765	Code	Ask for intros- telcos
5	BW	Sue	Jones	Sue.Jones@bozo.com	(816) 777-6664	ABC Co	Recruiter, met at job fair
5	BW	Allie	Morgan	Allie.Morgan@comcast.com	(913) 456-7890	All Hands on Deck	Ask to meet frat brothers
5	BW	Scott	Simpson	Scott.Simpson@bingo.com	(913) 555-8888	EA Enterprises	Ask to meet brother in law
4	NG	Dean	Gilbert	Dean.Gilbert@marketsmartz.com	(505) 123-4567	Acme, Inc.	Meet friend at Pepsi.
4	NG	Fred	Copeland	Fred.Copeland@code.com	(913) 210-8765	Marketsmartz	Aunt Sally's brother in law
4	PPC	Ed	Johnson	Ed.Johnson@kc.rr.com	(816) 777-6664	Code	Ask about CGI
4	FF	Tom	Wilson	Tom.Wilson@gmail.com	(913) 456-7890	ABC Co	met thru LinkedIn
4	PLC	Sally	Williams	Sally.Williams@aol.com	(913) 555-8888	All Hands on Deck	Request meeting
4	PC	Bev	Allen	Bev.Allen@bozo.com	(505) 123-4567	EA Enterprises	Recruiter, met at NLJC job fair
3	PC	Deb	Smith	Deb.Smith@comcast.com	(913) 210-8765	Acme, Inc.	Send article, nurture
3	PPC	Bill	Brown	Bill.Brown@bingo.com	(816) 777-6664	Marketsmartz	Send blog, expand
3	NG	Don	Jones	Don.Jones@marketsmartz.com	(913) 456-7890	Code	Ask about value prop
3	PC	Mary	Morgan	Mary.Morgan@code.com	(913) 555-8888	Economy of One	HR Telecom
3	PC	Sue	Simpson	Sue.Simpson@kc.rr.com	(505) 123-4567	All Hands on Deck	Meet her boss
2	IE	Allie	Gilbert	Allie.Gilbert@gmail.com	(913) 210-8765	EA Enterprises	Ask about Apple
2	IE	Scott	Copeland	Scott.Copeland@aol.com	(816) 777-6664	Acme, Inc.	Send thank you for info
2	NG	Dean	Johnson	Dean.Johnson@bozo.com	(913) 456-7890	Marketsmartz	met thru LinkedIn
1	FF	Sally	Smith	Sally.Smith@code.com	(816) 777-6664	EA Enterprises	met thru LinkedIn
1	PC	Bev	Brown	Bev.Brown@kc.rr.com	(913) 456-7890	Acme, Inc.	Tell story of me
1	PC	Sue	Allen	Sue.Allen@code.com	(913) 555-8888	Marketsmartz	Send industry article
1	PPC	Allie	Smith	Allie.Aim@marketsmartz.com	(505) 123-4567	Code	Ask for coffee

#### Legend

PLC	Premium Level Contacts	People I Know: Decision Makers, Influential, etc.
BW	Banner Wavers	Colleagues, People I trust to ask for help
PC	Personal Contacts	From School, Church, Clubs - focus on who I know & need to know
NG	Networking Groups	People in networking groups I need to update or get to know better
IE	Industry Expert	Targeting to confirm info on companies of interest or industry intel
PAC	Professional Association Contacts	People I know from professional workgroups or associations
FF	Family & Friends	Providing an update on companies I'm targeting, skills I'm developing, ideas I'm pursuing
COE	Calendar of Events	Update my schedule to reflect events I want to attend

### Participant Workbook Handout – Module 5

## Accountability Meeting Agenda

### :00 Review

- Major events, use of time and volunteer work
- Are you hitting a 70/30 mix in terms of use of your time? 70% focus on Banner Wavers, 30% on volunteer work that is meaningful to you. If not, why?
- Homework (review the Story of You, your best talent, and plan to contact five people on your calendar in the next week)

### :15 Discuss

- Your current MAP, are your notes up to date?
- Plans to expand and improve your MAP

### :35 Homework

- Expand your MAP: What areas or segments will you focus on (who you know/ who you want to know?) How your plans relate to thinking like an Agent, Headhunter, Connector and Recruiter? How do your priorities reflect your goals to bridge into relationships that will connect you with people who will be helpful?
- Deadline: By when will your top 25 be complete & ranked? When will you begin farming? Hunting?
- How you will score success and focus your efforts in first 30 days, 60 days, 90 days?
- Contact five people to begin the relationship building and nurturing process, have a strategy of how each meeting with each person can bridge you to industries or people you would like to speak with or ask for an introduction to
- Deadlines?
- How you will score and measure success? How does your ratings of people on your MAP change from the initial rating effort and adjust over time?

### :55 Scoring and Closing Encouragement

- Review progress with your efforts from this past week individually and with your group. Be prepared to discuss what you are learning about yourself in this process.
- End with encouragement and observations about how you sense your approach to identifying opportunity might be changing. How you feel about your sense of progress and organization?

## Assignments

- Read and do exercises in Module 6: The Yellow-Blue-Red (YBR)
- Meet with your accountability partner(s)
- Continue improving your MAP
- Contact five Whites (people) appropriate to uncover opportunities
- Set up a secondary spreadsheet outside of your MAP of people. You will use this and refer to it in the next module as your YBR

## Participant Workbook Handout – Module 5