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WoDiLab

TURNING VISIBILITY INTO OPPORTUNITIES WORKSHEET

Use this worksheet to identify useful professional connections and take one realistic step toward a new opportunity.

ACTION CHECKLIST

☐ **Step 1 - Map Your Existing Network**
Identify people you already know or could reconnect with.

☐ **Step 2 - Find Places to Be Visible**
Choose places where you could meet people connected with your audience or field.

☐ **Step 3 - Prepare for the Conversation**
Know how to introduce yourself and start a simple professional conversation.

☐ **Step 4 - Notice Possible Opportunities**
Look for shared audiences, complementary skills, and possible collaborations.

☐ **Step 5 - Take One Action**
Choose one realistic action and do it.

Step 1 – Map Your Existing Network

You may already know more useful professional connections than you realise.

Think about:

- ☐ Former colleagues
- ☐ Previous clients
- ☐ Trainers or mentors
- ☐ Other entrepreneurs
- ☐ Professional contacts
- ☐ Community members
- ☐ People you have met at events
- ☐ People you know through social media
- ☐ Other: _____

Write down 3 people you could reconnect with:

1. _____
2. _____
3. _____

Why could reconnecting with one of them be useful?

_____

_____

REMEMBER

Your network is not only made up of potential clients.

Useful connections can also be partners, organisers, other entrepreneurs, people serving a similar audience, or people who can introduce you to others.

Step 2 — Find Places to Be Visible

Where could you naturally meet people connected with your business or audience?

IN PERSON

- ☐ Business event
- ☐ Workshop or training
- ☐ Professional community
- ☐ Conference
- ☐ Local event or meet-up
- ☐ Other: _____

Keep the message. Adapt the depth.

ONLINE

- ☐ Webinar
- ☐ LinkedIn
- ☐ Online community
- ☐ Social media
- ☐ Podcast community
- ☐ Other: _____

Choose TWO realistic places:

PLACE 1

_____

Why could this be useful?

_____

PLACE 1

_____

Why could this be useful?

_____

REMEMBER

You do not need to be everywhere.
Choose places where the right people are likely to be.

Step 3 — Prepare for the Conversation

You do not need a perfect networking pitch.

Start with a conversation.
How could you introduce yourself?

Use:
I help [WHO] to [RESULT] through [HOW].

My version:

_____

_____

Choose 2 conversation starters that feel natural to you:

- ☐ "What brought you to this event?"
- ☐ "What kind of work do you do?"
- ☐ "What are you working on at the moment?"
- ☐ "Who do you usually work with?"
- ☐ "What did you think about the session?"
- ☐ My own question:

_____

REMEMBER

ASK → LISTEN → NOTICE

You are not trying to sell immediately.
You are trying to understand the person and notice whether there is a natural connection.

Step 4 — Notice Possible Opportunities

Think about one person or organisation whose work could connect with yours.

Look for:

- ☐ Shared audience
- ☐ Complementary expertise
- ☐ Shared goal or need

One person or organisation I could explore:

_____

Where could our work connect?

_____

_____

What could we potentially do together?

- ☐ Joint webinar
- ☐ Guest session or speaking opportunity
- ☐ Workshop
- ☐ Podcast conversation or Live session
- ☐ Shared resource
- ☐ Referral
- ☐ Other: _____

My possible idea:

_____

_____

Step 5 — Take One Action

Now choose ONE realistic action.

- ☐ Reconnect with someone
- ☐ Attend or find a relevant event
- ☐ Start one professional conversation
- ☐ Follow up with someone I recently met
- ☐ Connect with someone on LinkedIn
- ☐ Contact an event or community organiser
- ☐ Suggest a collaboration
- ☐ Explore a speaking opportunity
- ☐ Other: _____

My one action:

_____

_____

When will I do it?

_____

_____

NEED HELP GETTING STARTED?

You can keep your message simple.

IF YOU WANT TO RECONNECT

Hi [*Name*],
I was thinking about our conversation about [*topic*]. It would be lovely to reconnect and hear how things are going with [*project/business/topic*].

Best, [*Your name*]

IF YOU MET SOMEONE RECENTLY

Hi [*Name*],
I was thinking about our conversation about [*topic*]. It would be lovely to reconnect and hear how things are going with [*project/business/topic*].

Best, [*Your name*]

IF YOU WANT TO SUGGEST AN IDEA

Start with what you already know about them:

You mentioned that [*need/topic*]. I work with [*your expertise*]. Would a short [*session/webinar/workshop*] about [specific topic] be useful for your audience?

My version:

_____
_____
_____
_____

MY VISIBILITY OPPORTUNITY MAP

Bring everything together.

3 PEOPLE

1. _____
2. _____
3. _____

2 PLACES

1. _____
2. _____

1 OPPORTUNITY

_____

1 ACTION I WILL TAKE

_____

Your Next Action

Complete your Visibility Opportunity Map and take one real action.
You do not need to build a large professional network this week.

Start with:

- 3 people
- 2 places
- 1 opportunity
- 1 action

Your Points

- **1 XP** – Watch the Lesson
- **2 XP** – Complete the Visibility Opportunity Worksheet
- **2 XP** – Take One Visibility Action

Total: 5 XP

✨Visibility helps people discover you. Relationships give that visibility somewhere to grow.