

Social Glue™ Coffee Chat Playbook



Social Glue™ Coffee Chat Game Plan

GUIDE TO NO-FEAR CONNECTION CALLS

In the Spring of 2015, I had just entered the online business world and I didn't know anybody. I had sent out an email to personal friends, former colleagues, mentors, and pretty much anybody who would take pity on me and want to support me in some way. I'd asked for their support but I knew that I needed to get clients. **But HOW!?**

At the same time, I was lonely, and in my true extrovert way, I knew I had to find ways to get people on the phone. So I looked to the communities I had my toe dipped in: Facebook groups. I didn't have anything to sell really, but I wanted to connect, get to know people, and to maybe find people I could help. As desperate as I thought I was to get clients, I think I was more desperate to feel connected to people. When I've felt like a nobody in the past, it's because nobody gets what I'm good at, what I represent, how I can help. The Fueled With Heart Community gets that and was started from a place of being able to accept people "as you are" in your life or in your business (if you haven't joined yet, I really urge you to come [join us!](#)).

Virtual Coffee Chats built my business. Getting on the phone, jumping on Zoom were the tools I needed to gain confidence, get more courageous, make friends, and build the like, know, trust factor. The best part was that it felt good and fun and I didn't know that I was doing anything remotely related to marketing.

I've built my business by doing #socialgluecoffee. Literally getting on calls with virtual connections grew my business exponentially. It has the capacity to catapult your business too.

- ☑ I've made friends, I've made business best friends. I no longer feel lonely.
- ☑ I have been asked to be part of collaborations I didn't know was possible for me.
- ☑ People tagged me as the "go to" coach when somebody needed a referral.
- ☑ I filled my 1:1 practice within 4 months of having a website. I filled my first 3 group coaching programs during launches.

I've come from a background in Psychology, Social Work, Project Management. I have never formally been trained in Marketing, but I've been able to build a strong business and relationships.

**#SocialGlue works because it's
the currency of human connection.**

#SocialGlueCoffee Dates:

30-60 MINUTE VIRTUAL CONNECTION CALL VIA ZOOM OR PHONE

(how hard can it be, right?)



The Golden Rule of #SocialGlueCoffee

I WILL NOT SELL MY SERVICES. I INTEND TO CONNECT TO SUPPORT THE OTHER PERSON.

I'll tell you why this works. Nobody likes to get pitched when they're not looking to hire you. You're welcome to talk about your work, the people you want to work with but do not position yourself as somebody that your date needs to hire. ICK! If you do go with the gross Car Salesman sales tactic, my guess is that your business will not go nearly as well. Seriously, if I can give you any advice here, listen to this. Ask how you can support them. They'll naturally be drawn to you and want to hire you/ buy your stuff if it's the right decision for them.

Who To Ask + How To Ask

Who should you ask out on a #socialgluecoffee date? There's not really an easy answer to that besides "anybody!" The general recommendation is somebody who you want to get to know more. Here are a few types of things you can look for as you're looking to lock down your first few coffee dates!

- ☑ People in your local area
- ☑ Somebody whose business you don't know anything about
- ☑ Somebody who you think you can encourage and you want to get to know
- ☑ Others who have a similar lifestyle as you (other moms, fitness focused people, bibliophiles)

It's easiest in Facebook groups and on Instagram. I encourage you to engage in a "discussion" or some kind of connection online before you take it offline.



1. Comment on something they say by adding value (a different perspective, encouragement, asking a question to help them).

2. Notice something you like about them or notice a commonality you have.
 - ☑ I've also been working on ____! I'd love to connect with you to see if we can encourage each other or brainstorm better ways to do things.
 - ☑ I'd love to learn more about how you do _____. I think there could be something we work on together in the future. Could we have some time to chat?
 - ☑ High five! You're rocking it. I'd love to connect with you to see how I can encourage you.

3. When they say yes, go ahead and schedule a time to chat. You can do this via email, instagram messenger, facebook messenger (personally, I don't love this) or just doing it on the thread where you're connecting.
 - ☑ **PRO TIP:** Create a scheduler that's synced to your calendar. I love [Acuity Scheduling](#) because it makes it pretty and simple!
 - ☑ **PRO TIP 2:** After you get that scheduling link, create a short link so you don't have to find it over and over again. Make it something simple like: [bit.ly/nataliescoffee](#) or something you'll remember!
 - ☑ **EXTRA PRO TIP:** When they sign up, make sure you communicate how you will connect. Ask for their contact information if using phone or Skype. Or if you are utilizing Zoom you can include your Zoom link right in your confirmation email

4. If you're in the [Fueled With Heart Community](#), people are used to the #SocialGlueCoffee culture so you shouldn't have any trouble finding people to connect with there!



How To Ask People Who Don't Get #SocialGlueCoffee

If people who aren't primed for these connections, you might have to encourage them by letting them know that this is NOT a sales call. You're not looking to sell them on anything but rather you admire (INSERT SOMETHING SPECIFIC HERE) and you want to get to know them. The more personal, the better here. Find a blog post they wrote and tell them what an impact it had or share that same blog post and tag them in it.

Peptalk: Not everybody is going to “get” it and that's okay. It's not you they are rejecting, it's their perceptions of being “sold to” that hold them back. They also might be incredibly tapped for time and it's not a priority for them to connect with new people at the moment. If you're interested in staying top of mind for them even when they don't meet with you, you can still encourage them by replying to their newsletter emails, commenting on their social media, or sharing their content out.

Set The Mood

Logistically speaking, how do we make sure it's the best coffee chat?

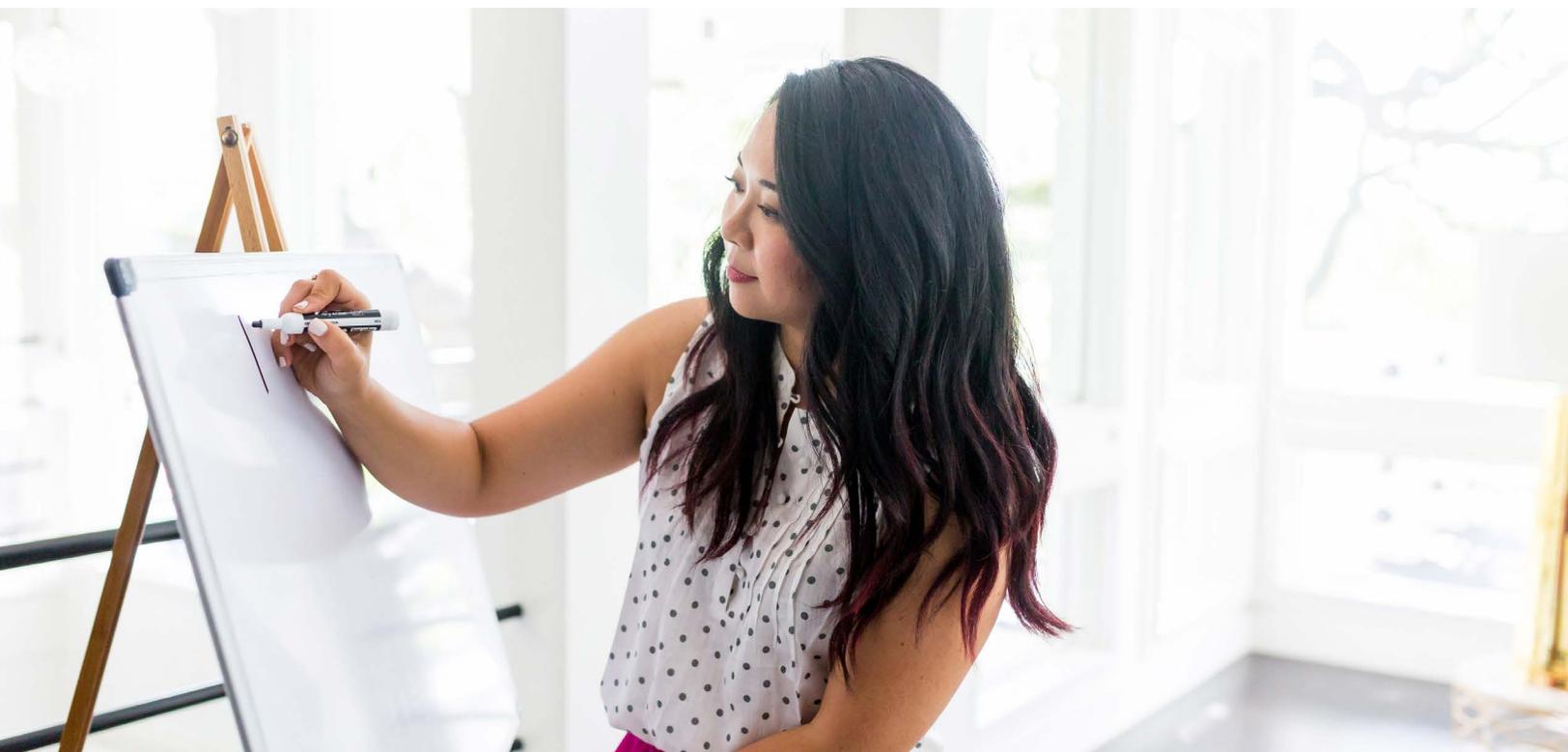
- ☑ **HOW TO HOST THE CHAT:** Zoom! Zoom! Zoom! If you can do video, I'd really recommend doing face to face conversations! Seeing faces takes the relationship to the next level. If you can't, then obviously the phone works but video is a magical way of doing it.
- ☑ **WHERE TO DO IT:** My opinion is that you should do it in your “office” whether that's your kitchen table, your studio, a co-working space. You want the space to be part of your brand. Don't over think this. If you don't have a super decorated space, just make sure that what's behind you isn't distracting. I would discourage you doing these calls when you're distracted or driving. And unless you discuss it ahead of time (and your date is ok with it), if you're a parent, don't do it when your kids are around.

PRO TIP: Test the lighting to make sure you have some kind of light that will illuminate your face. If you can face a window during the day, that should be enough light!

- ☑ **DO SOME LIGHT STALKING:** What you don't want is to have NOTHING to go on during these calls. Check out their social media, read some blog posts, check out their website. Get a sense of what this person is about and offer up some kind of encouragement. It's always nice to have somebody hold up a mirror for you and what you're doing.
- ☑ **DRESS THE PART:** These #socialgluecoffee dates are more personal and it can be more casual but like any other way of making a good first impression, dress the part. Feel free to be you but remember that how you look is an extension of your brand, even on more casual calls. So "show up" as though you were going on an IRL coffee date with somebody you've never met. Hair? Clothes? Make up? Check!
- ☑ **GET READY TO TALK A LITTLE ABOUT YOU:** What are some of your talking points? Even though these connection calls are really for learning about the other person, you need to know, if it gets to the topic of your business, what you'll say!

TOPICS TO CONSIDER DOING A LITTLE PREP AROUND:

- ☑ Who is your target audience?
- ☑ What do you sell?
- ☑ How does it help your client or customer?
- ☑ What are you working on right now (that you're willing to share)?



How Not To Psych Yourself Out

AKA YOU CAN DO THIS.

It's tough to "fake it til you make it" especially when you're not feeling so sure about yourself. This online entrepreneur space is a weird one and it's difficult to figure out how to get your footing here.

- ✔ **Even if** you don't have an audience, you don't have a ton of clients or customers, and you just have a few email newsletter subscribers, you can apply this.
- ✔ **Even if** you don't like being in the spotlight and hate talking about yourself, even if you're not trained in marketing, if you have a sound business idea, you can do this.
- ✔ **Even if** you're an introvert and you don't like huge groups, even if you're shy and staying quiet is your normal M.O., even if you're intimidated by all the people who "have it together," you can do this.

The Social Glue™ Method isn't about sales although it ends up resulting in sales. Social Glue™ is about increasing your relationships, developing social currency and increasing visibility and credibility for your brand.

REMINDERS:

- ✔ Social Glue™ is all about 1:1 interaction. Find people you like and go deep with them. It's about developing thoughtful relationships.
- ✔ You don't have to sell yourself. If the sales conversation stresses you out, #socialgluecoffee chats aren't for that so don't you worry!
- ✔ If somebody tells you "no" to a date, no big deal. It isn't about you, there are a million reasons why they turned you down.
- ✔ Approach it like they're a human. What would you do if you were with them in real life??



Coffee Date Agenda

I have a super loose agenda for whenever I get on a coffee chat with somebody (because if I don't, I'll inevitably get nervous and forget everything!). You don't have to use this but if you're worried about your nerves for your first few calls, I hope this will provide you with some structure!

1. Say hi!
2. Where do you live?
3. **Thank them for jumping on the call:** tell them about your intention of getting to know each other better, what things you would love to know about them!
4. **Here are some questions you could ask:**
 - ☑ How did you get to where you are?
 - ☑ What was your former career?
 - ☑ What did you want to be when you grew up?
 - ☑ How did you get started in your biz?
 - ☑ What's going on in your business now?
 - ☑ Any fun projects that you have coming up?
 - ☑ Tell me about your family?
5. **Think to yourself:** Can I connect her to someone I know? You could ask, "is there somebody who you think it would be good for me to connect with?"
6. **Think to yourself:** Would I like to collaborate with her? How would both of our audiences benefit from us working together?
7. **Before you get off the phone:** How can I support you? This is an important exercise for you - to be able to articulate what people can help you with is one way to be able to ensure that you will have constant supporters and encouragers. You don't have to do this on your own! It also means you can support them, too!

I ask this question out of true curiosity, out of longing to be able to make a small impact in her life. I also want her to get comfortable articulating what she needs right now, even if it's to somebody who is a friend as of 30 minutes ago.

Post-Coffee Chat Moves

After your call, I'd send out a quick thank-you email for taking the time to "meet." **Try to personalize it - include a little nugget you found fascinating.** In that email, or in a subsequent email, do the thing that they asked for support on!

Add a quick note to your calendar as a reminder to follow up on your chat with the person three months from now. This helps if you don't correspond regularly online - you can send an email to see how things are going. The purpose is to stay in touch, to refer each other, but if that's not the case, still make an effort to follow-up! An easy way to stay top of mind for somebody is to interact with their social media platforms. Engage with their posts, comment, share their materials with your audience.

#SocialGlueCoffee Chat Follow Up

YAY, SO YOU GOT ON A COFFEE CHAT. YOU DID IT! ROCK ON!

Now what happens? Very little or a whole lot, it depends on the connection that you shared with your date, how the conversation flowed and how you follow up!

CONSIDER: What to do with the "How can I support you" answer - depending on what your date asked for, follow up on that. If they asked you to pray for them, do that if you said you would. If they asked you to share a post and it aligns with your message, share it on social. If they said they were going to be launching something, make a note of it and encourage them while they're in the thick of it.

THINGS YOU CAN DO FOR FOLLOW UP:

- ☑ Make a note of a special occasion they mention (a birthday that's coming up, a launch, a new post that's coming out)
- ☑ Text/email/call/post to social without them prompting you so you can encourage them. Surprises are the best. It is the ultimate acknowledgement when somebody surprises you thoughtfully
- ☑ Send them a small gift or a card in the mail
- ☑ Check in in 3/6/9 months (I think sooner the better)

Use the Trello #SocialGlueCoffee Date Tracker template. You can hop over to trello and grab your template to keep track of the Coffee Dates: [bit.ly/socialgluetrello](https://trello.com/invite/b/socialgluecoffee)

How Can I Support You?

THE CORNERSTONE OF THE SOCIAL GLUE™ METHOD

Hopefully, the coffee chat went well, you had an opportunity to get to know somebody and to understand more about their work, their personal life, what they're excited about. At the end of each call, I encourage you to use your variation of the question, **“how can I support you?”** It is surprising what reactions I get.

I started asking this question because I think as women, we should learn how to ask for help. Many of us are great caregivers to others but are not so great at asking for help nor are we great at receiving it. So by asking, it encourages somebody to do just that.

The second reason is because it gives you an easy touch point. Your date is giving you an excuse to reach out and to deepen that relationship.

HERE'S WHAT HAS COME FROM COFFEE CHATS IN THE PAST BY SIMPLY ASKING:

- ☑ Nothing
- ☑ A new friend
- ☑ Tagging others or being tagged by others
- ☑ Love taps: random acts of encouragement/support through notes, texts, emails
- ☑ Content sharing - you share a piece of content of theirs or vice versa
- ☑ Guest expert (so you can become known in a new crowd or you can launch something)
- ☑ Collaborations
- ☑ Business Partnerships (the Creative Empire Podcast was a Coffee Chat at its infancy)
- ☑ Email blast (this is the ultimate social currency - when somebody sends an email to their list, it means you've really earned their trust)

BONUS TIPS:

- ☑ If it feels icky, check your intention. If you feel like you're feeling slimy, maybe it's because you're getting more out of the relationship than you're giving. Figure out how you can even the playing field.
- ☑ “Influencers” are also people! As busy as they might be, they're always wanting to hear feedback from people and want to hear the ways they are making an impact on you; so reach out to them!

Advanced Social Glue™ Strategies

TURNING THE COFFEE CHAT RELATIONSHIPS INTO SALES

Ultimately, whether we like it or not, we're business owners and therefore we have to sell. At the beginning, I asked you to pause your need/desire to sell to make way for a more organic relationship. If you're at a place in your business where you're comfortable with coffee chats and you're looking to turn some of these into more sales oriented relationships, here are strategies for you.

ENGAGING ON SOCIAL:

While it's not ideal to spend neverending hours on social media, being present in them can be to your benefit. Your presence increases your visibility. Your input and support of others gives others insight about your skill set, knowledge and some about your values.

- ☑ Spend intentional time engaging (not plastering your information) on Facebook groups or commenting on Instagram. Set a 15 minute timer to add value, ask questions, and really engage in 1-3 Facebook communities.
- ☑ Post other people's blog posts or talk about other people's launches.
- ☑ Tag people when somebody is searching for help. Go through your mental rolodex and say "who do I know who can help this person?" You're earning goodwill of the inquirer and of the person you're tagging!

FOLLOWING UP ON A SALES ORIENTED CHAT:

While I discourage you having a "sales chat" during a Social Glue™ Coffee Date, sometimes the person you're talking to says "oh my gosh, I totally need you." Woohoo! That's awesome, that means you just described your service in a way that resonated with somebody, that's total validation.

I encourage you to set up a separate sales conversation to decide whether it would just be best to be friends and encouragers or if it would make more sense to actually work together. After your initial call, send a more formal email about your services and offerings and either a confirmation about your appointment (if you set one up) or your scheduler to set up an appointment. The Sales Call is a great time to finetune your understanding of what they need. You want to make sure it's a good fit for your business.

TURN THEM INTO CHEERLEADERS:

If you're about to embark on something new (a launch, a new service or product, or a campaign), it's great to get buzz organically. If you've put in the effort of connecting with people and following up, you have social capital and should be able to request these contact to help you in your promotion.

I see this going wrong when somebody I haven't talked to in over 6 months and haven't had any contact with suddenly pops out to ask a favor. If you've nurtured that relationship, the ask won't feel as abrupt to them and likely, they'll be happy to support you. I'm hoping that promotion is something that leads to sales and gets you awesome clients and customers from it!



I Want To Hear Your Social Glue™ Stories!

**SEND ME A MESSAGE AT
HELLO@REINAANDCO.COM TO LET ME KNOW
WHAT SUCCESS YOU'VE HAD OR WHAT
QUESTIONS CAME UP FOR YOU!**